Women and Graphics: A Beginner's Kit
The Tribune No. 21, 4th Quarter 1982

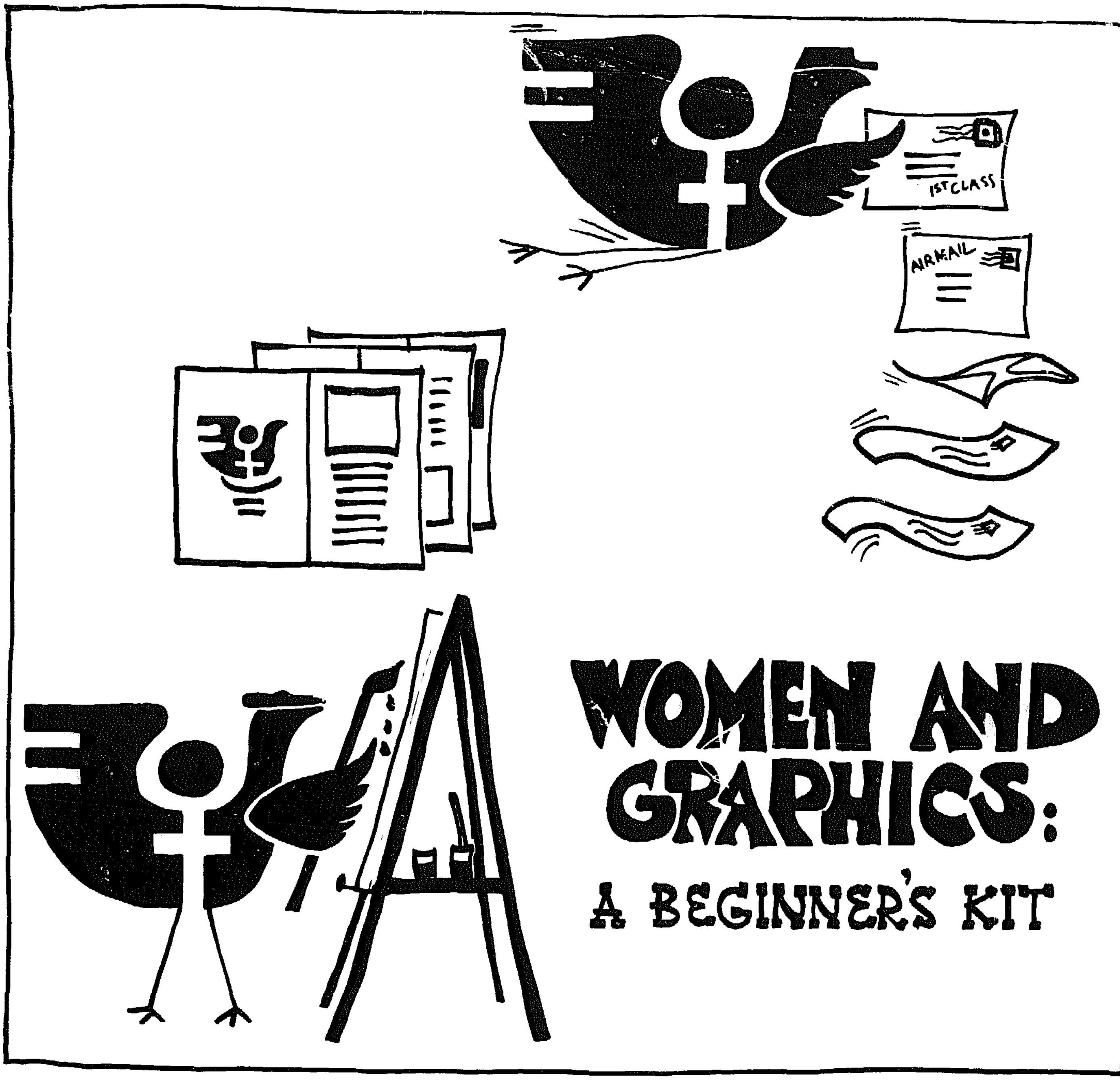
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THE TRIBUNE

A WOMEN AND DEVELOPMENT QUARTERLY



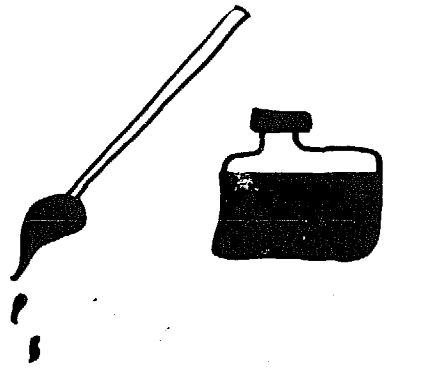
WOMEN AND GRAPHICS:

A BEGINNER'S KIT

NEWSLETTER 21 4th QUARTER 1982

INTERNATIONAL WOMEN'S TRIBUNE CENTRE, Inc.

WOMEN & GRAPHICS:
A BEGINNER'S KIT



CONTENTS:

A B C D

a b c d e f

WOMAN

women & men

FREEHAND LETTERING

NOTES ON NEWSPAPER...

This exercise will get you started as a freehand letterer, and all you need is a crayon and the classified ads section of your local newspaper.

SKILL EXERCISE #1

OVERVIEW:

Although there are several commercial sources now available for ready-made letters, you will find that hand-drawn letters can look quite professional. They can be easily read, are cheaper, and, with practice, are easier to use. The key is simplicity and for this reason, lettering on all visuals should be printed. In this exercise, emphasis is on making neat, straight letters.

Note: If you do not use the Roman alphabet, try to adapt this exercise following the same ideas.

MATERIALS:

Broad-tipped pen (crayon or felt-tip pen); ink; newspaper.

PROCESS:

1. Be sure that the newspaper sheet you have selected is relatively free of large lettering and any photographs. (The classified ad sheet frequently is ideal.) Place the newspaper sideways so that the columns are horizontal.

2. The lower-case letters (a, b, c) of the alphabet will be the width of one half of a column, and the upper-case letters (A, B, C) will be the width of one column.

3. Now, with your first sheet of newspaper, begin lettering the upper case letters. Decide how wide you want the lines of your letter to be. Letters which have straight up and down lines (M, L, T, for example) will be easy to make by simply following the lines provided by the newspaper type.

4. You will also have to decide the width of the total letter. If your letters are approximately 4 cm in height, the width of your letters should not exceed these measurements. Before beginning the letter, you may want to quickly mark the number of lines of type which the letter will include.

5. Once you have made all the upper case letters, take another sheet of newspaper and make all the lower case letters.

UNFURNISHED APTS 25

COUNTRY Living, 2 rms plus ½ house. $110 mo. Util inc. 824-6078 or 332-8076

…, Lg. 1 bdrm. apt., Colle… Loc., 334-2880. After 5pm, …3.

… urniture? Sell the old–fast, … easy-to-place Classified ad … 2183

3 BDRM Townhouse, Colonial Crest Apts. Call after 4pm. 332-4808.

2 BDRM Carpeted, AC, 3015 … $145. 332-6214.

WANTED … males to share furn. apt. 1 … from campus. Lge. bedroo… 2018.

HIGHLAND VILLAGE
Town house duplex, 3 bedrms. ful… aundry rm, cent. … ond. … & fenced back … Pets … pted. Family living. … 332-8899 or 336-…

2 BEDROOM DUPLEX
Phone 336-3328
or 824-0269

1 BDRM … te w/gar. $115 per mo … gas & elec. Refrig., stove & wa… h. No pets. Married couple … 336-4183.

3 RM. C… d w/w, stove, refrig., AC furn. Very clean. 3 blocks W. of College. No pets. Call Frank Slowey, 332-4393

… ber is 332-2183 … o selling your … ems. Call this number at the H… Telephone.

2 BDR… Apt., Air cond., wash… private … n. pet allowed. $128 if you … y. Avail. 1/1, 332-3210.

2 BDRM TOWNHO…E, … aths, lg. … house & play-ground avail. … c. Area. 332-2677.

FURNISHED APTS 26

1 BDRM. …AC, 2 blocks from … 336-2299

…ED: Roommate to share 2 bdrm. … apt. $75/util. pd. 334-1234, 5-7.

1 BDRM. Furn. apt., walk to town & campus, util. furn., $168.50 per … 6-6788.

…ALES TO … RE town … Dunkirk Sq. … mo. inc. … 34-2322

1 BE… C, cable TV, extra … space. $147.50 plus elect. Phone … 8861

VERY NIC… Bdrm. near IU, avail. now, 332-…8, 339-3119.

2 BDRM. — Good cond., all utils. pd. single person only, $145 mo. … 4 mi. W. on SR 46. … 6pm.

… FOR RENT 27

4 BDRM w/bsmt & garage. $275, & $200 dep. 332-5399

3 BEDRM. unfurn. house, no pets. Years lease. $150 mo. West. Call after 5pm 332-0631

HOMES FOR RENT 27

3 ROOM Modern cabin, 13 mi. North. Dep. required, utils. paid. …

…DRM. MO…RN, Carpeted, 7 …S. on 37, … $125 mo., plus … Dep. Req… 3740.

… HOUSE, carpeted, furn., avail. immed. Call 334-1885 or 332-5470

… FOR RENT 28

…35 2 bdrm … c. & water furn. …dren O… pets. $32.50 wk. 33…

1 BDRM Trailer in country, no pets. Call 332-4880.

… MOB… OME on private … n country … 10 per mo. inc. … util. exc… water. No pets. … dep. re… 5768

12x60 2 bedrm. all elec. lge. lawn, loc. Richland Twp. Call Robert Fyffe 876-4546 after 5PM week…

…EDROO… ailer, $115 per … plus uti… Ph. 332-4914.

…RM. F… mobile home. 5 … pping. Pets allowed. $99 up. 336-2476.

2 BEDRM. FURN., 12x50, gas … 824-9330

… BD… mobile home. … gtn. on Lg. lot. … required. Call … 5. 332-1271.

RECREACRES
2 bdrm. mobile home, 336-8004, 9-5

… DRM. full… rn., carpet… AC, S…or. sh… ood loc., exc. shape. 339-1096.

HEAT etc. furn. No pets. Small … Good loc. 332-9161

…ED … ENT 29

NEED GARAGE, Anywhere in Monroe Co. 339-1903, 339-9281.

… home within … gtn. Single male with ref. … $250 mo. $50 reward 339-7…

… ge for rent. 825-4785.

FIREMAN With 3 children seeks home w/3-4 bdrms. in Perry … Refs.

WANTED — 2 br. house, within 15 mi. of Blgtn. w/some pasture or barn. Need immed. 334-0171.

…YEE family desires 2 br. house in country by Dec. 1. Exc. references. 876-2834.

WANTED: house in the country … Bob, 334-… REWARD.

2 BDR… OUSE in town. …19

SINGLE MALE, Responsible, 29, seeks house/apt. for $100 or less. 334-1649.

RESPONSI… secluded residence in Blgtn. vic. to rent or perhaps buy. Exc. references provided. Offering $100 reward. Call 988-6162 or 988-6141 anytime.

HELP AVAILABLE 31

WILL BUILD 2 car garage w/approx. …0 sq. ft. Storage complete …000. See at 701 …

CHILD CARE 22

BABYSITTING in my home, $4 day or 50 … hr. Hot meals, included. WE… side. 334-3914.

… meals, Day … Night, any age. Meadow Pa… Apts, 334-3461.

WILL BABYSIT my home, near College Mall. Call 339-6751 for …

… her home, S. side, days or nights. 339-5293.

BABYSITTING In my home, Aft…ons & evenings. Call 339-…

…L BABYSIT IN MY HOME … ily. Close to RCA & Hospital … 265.

… chil… before after school, & ½ days. (ages 3-6) Call 339-3800 for an appt.

SMALL WELL ESTABLISHE… child care center. Indiana state licensed and well equipped. Small acreage w/lge. well fenced … sell both … y and business, but w… her options. For … info. … ite Child C… enter … …sville, In 47429

Administrative Professional 40

PROGRAM ADMINISTRATOR
… irector to manage their housing rehabilitation project. The position will last approx. 12 mos. & is funded through a grant received under the Community Development Act of 1974. H.S. required and supervisory or administrative experience helpful. Pick up applications at the Office or the … Office … io to … roe County … hority, P.O. Box 97, …

CITY OF B… ON — Human Resources … Human Resources within the community; coordinating and assessing the delivery of community resources and methods for overlapping services … must be willing to … the City limits. … approx. $14,000/yr. … resume to the Person… ce, 220 E. Third St … 100, Blgtn. IN 47401

DOMESTIC 41

Miscellaneous Employment 42

NEED EXTRA INCOME?
Your Monroe County Army Reserve offers one of the best … ekend … u can get. Begin … uch as $1,386 for … plus promotion … benefits. A… just one … each mont… d two … year. Have … and women … previous … ce. And with or … n job skill. If you … have … ll, we'll train you. CALL 332-93… 9AM-8 PM weekdays . . . see how you can … lify.

… ible … Salary co… insurate … er. 339-5517.

… the g… ys in tod… sified c… 332-2183

… 44

WANTED: Broiler cook & Pizza makers. Apply House of Ivanhoe, 508 N. College. Weds. Thurs., 2:30-3…

…H SCHOOL STUD… time car hop help ne… ply in person, A & W Drive … S. Walnut.

… & AGENTS

SALES MANAGEMENT TRAINEE, leading Life & Casualty Co., $170-$200 wk. to start. 1-812-336-4675, Blgtn. Eq…

TECHNICAL & CRAFT 47

…SICAL THERAPIST. … si… avail. within 30 mi… Bl… alary, profit shar… d exce… fringe… ts. Reply … erald Telephone…

INSTRUCTIONS 50

…RUCTION, Private lessons, …50. Beg — Advan. levels Call … rad, 332-5432

PIANO LESSONS — Professional, patient guidance. Ph.d. candidate, 20 yrs. exp. Beginner's welcome. 8-10am, 4-6pm. 876-1085

Do you have the desire, time, and financial resources to train for this rewarding career? Job placement assistance included. Call 317-545-…31 or write Transport Careers, Gar…tt, In. 46738. An IPSAC Accredited School (AC 0225).

…ROLL AGENCY, INC
Insure in Sure Insurance
…0 S. Madison Phone 336-1151

… GARDENS 52

SNAPPER RIDING MOWER, 6 hp, like new. Mows well. 825-4635.

HOUSE…

GREEN Vacuum,
WANTED uniforms, 1473, anyti…
BARGAIN Books, R… pliances, …
12x MILL New & Us… Open daily
COMPLETE Range, … sofa bed, …
MOTOROL… American…
LARGE Cabinet, Port. reco… — nice e… chest, othe… etc. 332-… Johnson A…
MAYTAG Pump, & … elec. $250. $30. 339-31…
LIKE NEW cherry di… top. Beau… chair, 1/2…
LEES BE… good cond 332-3864
GREAT C… Order … Cookware cutlery m… Blair Hou… new items value, 876… & Master…
SALE - 3 Rm. Suit… Cedar Bc… Chairs, dressers, Miller Dr… Sun. 1-5.
10% DIS… carry … **CARPET…**
SPC… & APPLI… 824-6621
LIKE NE… cu. ft. re… sell for $… Will help…
AUTOM… dishwash… Call 332-0…
De…
WHITE … cond., 824…
RENT NI… VAC the… and vac… sionally Hardwar…
U…
Rec…

A3

SUGGESTIONS:

There is no need to use a ruler in this exercise. If you find that your letters are wobbly and uneven, use quick, downward strokes, when possible.

If the point of your marker is too narrow to cover the width of the line of your letter, you may make the outline first and then fill it in.

When lettering on newspaper, it is important that the letters stand out from the print. For this reason, the color of your lettering is extremely important. A bright red or orange is ideal. If the only color available is black, make big and bold letters!

YOU HAVE MASTERED THIS SKILL IF:

1. Letters are the same height.
2. Width of lines in letters is the same.
3. Bottoms and tops of letters meet column lines of newspaper or ruled lines between columns.
4. Letters are legible from a distance of 3 meters.

WOMEN ON THE MOVE

FREEHAND LETTERING

FINISHING TOUCHES...

Once you've practiced simple lettering skills, you can add a few touches that begin to make your letters look more professional...

SKILL EXERCISE # 2

OVERVIEW:

This exercise in freehand lettering will give you additional skills in lettering as well as some ideas for individualizing your style.

MATERIALS:

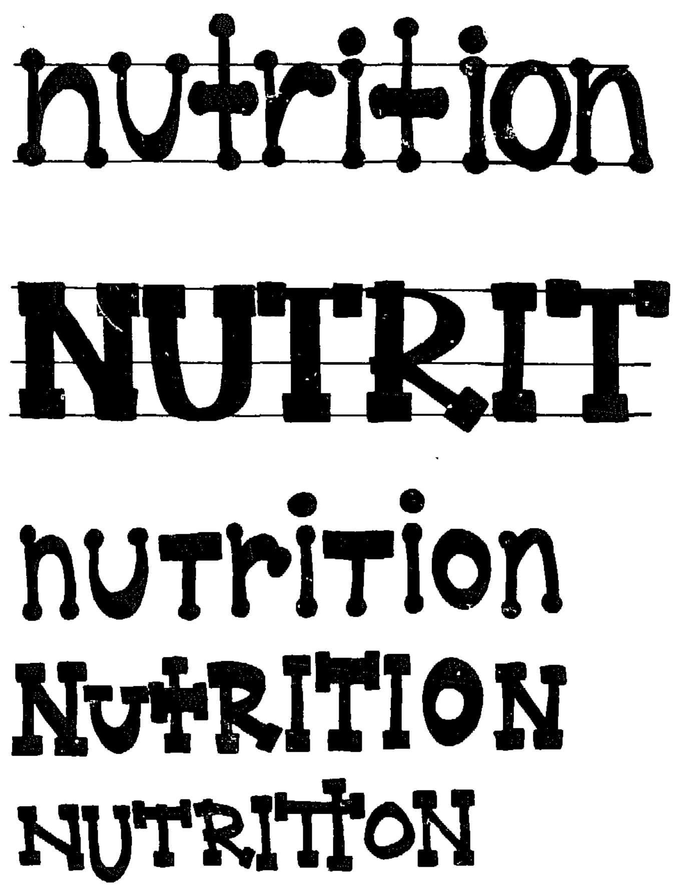
Broad-tipped pen and ink (or felt-tip pen or crayon); ruler; pencil; paper.

PROCESS:

1. With your ruler, draw two parallel lines across the top of your paper. Draw another line between these two lines, positioning it just below a center point. With your writing utensil write the word "NUTRITION" using all upper-case letters. Write the word again, this time in lower-case letters--"nutrition."

2. Now go back and add end points ("serifs") to the printed letters, either a dot for lower-case letters, or a small square for upper-case letters.

3. Beneath these words, write the same word again, but this time do not use any guidelines. Let your eye serve as a guide. Since you no longer have any marked guidelines to follow, take care that your letter lines are straight. Experiment with different styles but remember, don't overdo it. You may make your lettering too difficult to read!



DECADE FOR WOMEN

equal rights...

WOMEN

HEALTH

children need time to grow...

WOMEN AT WORK

SUGGESTIONS:

These few lettering additions should be used with caution. They can be especially effective in making poster announcements, depending on your audience. If you find these small ornamentations are distracting to your audience or difficult for them to read, use only the straight, clearly defined letters.

There are many people who have difficulty in writing a straight line on unlined paper. If you are among those of us who find our words walking uphill or slowly sliding downhill, be patient and don't worry. Use guidelines if necessary (you can easily erase them) but keep trying!

YOU HAVE MASTERED THIS SKILL IF:

1. All letters in a word which use the same case (either upper or lowercase) are the same height.
2. All letters in a word are in a straight line.
3. You can write one word using small dots at both ends of the letters, and one word using small squares.
4. All letters meet evaluation criteria 2 and 4 in Skill Exercise 10.

GIVE WOMEN CREDIT $

FREEHAND LETTERING

FAT AND FANCY...

Here's an easy way to make your lettering bigger — for posters, headings and such-like things...

SKILL EXERCISE # 3

OVERVIEW:

This exercise provides additional lettering skills and is particularly appropriate for lettering large posters and display announcements. Contrasting colors are used to set off letters.

MATERIALS:

Pencil; paper; two colors of permanent ink or felt-tip pens or crayons, one black, the other orange, red, yellow or green.

Note: It is important to use permanent ink or felt-tip pens so that the colors do not run together.

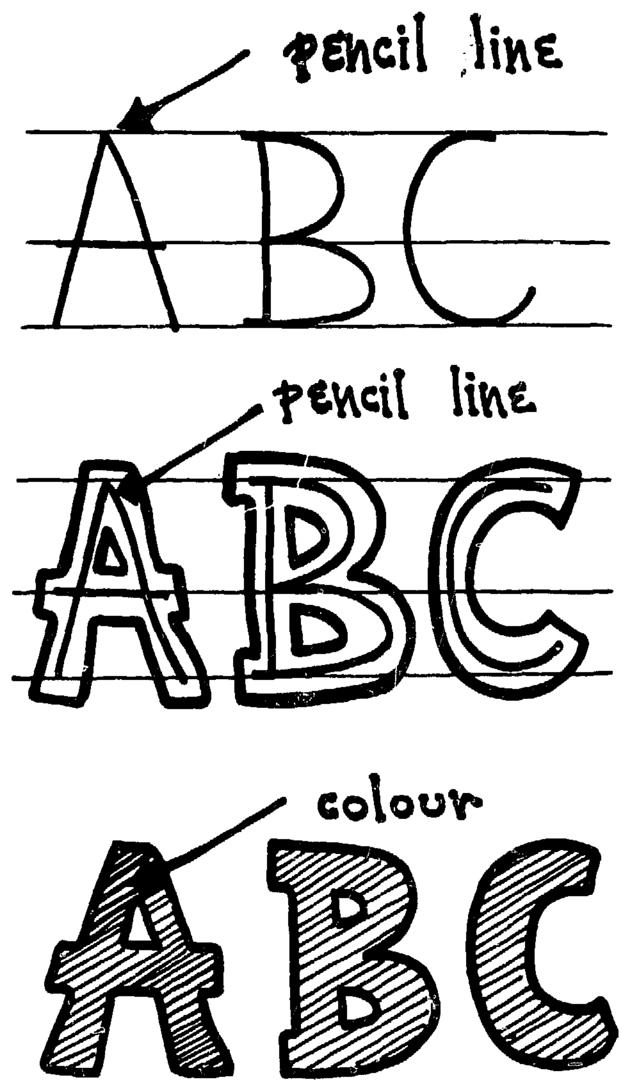
PROCESS:

1. With your pencil, lightly letter the alphabet in upper-case letters. Try to avoid using any ruled guidelines. Let your eye lead the way. (If you are still plagued with wandering letters, rule in your guidelines.)

2. Now go back with your felt-tip pen and draw an outline around the inner and outer edges of the letter, extending it a distance of approximately 6 mm. Do not touch the penciled letter at any point. Do one letter at a time. After you have finished a letter, go back and fill it in. If you have totally lost the letter by enlarging the line, print the letter below and try it again.

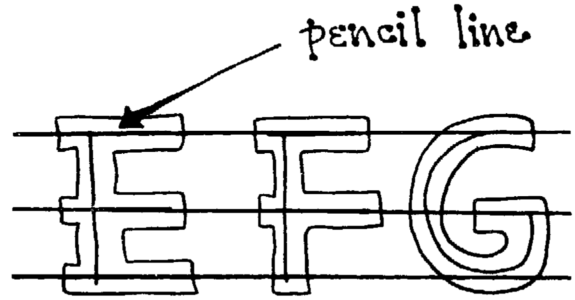
3. When you have finished half the alphabet and are beginning to feel comfortable with this new skill, proceed in the following manner: draw an outline of the letter in black, erase the penciled interior and fill it in with another color marker or ink.

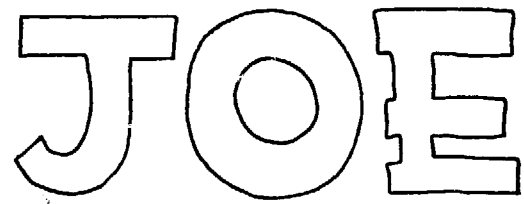
4. As you practice this skill you will notice that you can achieve a totally different effect by changing the size of your black outline. In this example, a smaller point pen was used to make the outline.



5. Once you have completed the alphabet, begin again. This time try to draw the outlines directly with the black marker. This will take some practice, so take advantage of any spare moments to practice this skill--try writing your name, friends' names, practice writing the titles of the different Prototype Lessons.

6. Finally, try creating a dimensional effect with your lettering. This lettering technique, which is good for attracting attention, should be confined to posters and announcements and even then, used sparingly. To write the word "NUTRITION" using a fat freehand dimensional technique, first write the letter "N". Then, starting slightly above and behind the last vertical line of the "N", draw the top and inner curve of the letter "U". Complete the outside curve of the "U" and proceed to the "T". Again, starting slightly behind but above the right upward curve, begin the letter "T". This skill will take practice and patience. As with the other fat freehand technique, use different colors to fill in the middle of these letters.







YOU HAVE MASTERED THIS SKILL IF:

1. You can print all letters in alphabet with outline in black and inner space filled with contrasting color.
2. Contrasting inner colors do not extend beyond black outline.
3. Inner spaces of letters remain open.
4. Letters are legible at a distance of 3 meters.



SIMPLE LINE DRAWING

THE SIZE AND SHAPE OF THINGS

As a first exercise in drawing simple line figures, this activity gives ideas on proportions and distinguishing features ...

SKILL EXERCISE #4

A14

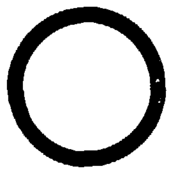
OVERVIEW:

Simple drawing or stick figures to represent people are another means of illustrating ideas. There are three major factors to consider in drawing stick figures:

* proportions
* distinguishing features, such as face and dress
* body movement

This activity will emphasize body proportions and distinguishing dress or ornamentation. Since drawing simple figures requires more skill than drawing objects, you will want to practice frequently.

MATERIALS:



PENCIL (crayon, pen or felt-tip pen); PAPER; COIN.

PROCESS:

1. Draw seven circles (using the coin) one underneath the other. Lightly pencil a broken line at points 1-7 on the coin outlines.

2. To the side, use the same coin to make a circle for the head. Draw the rest of the figure in line with the proportions given. Notice that:

   -the shoulders come at point 2

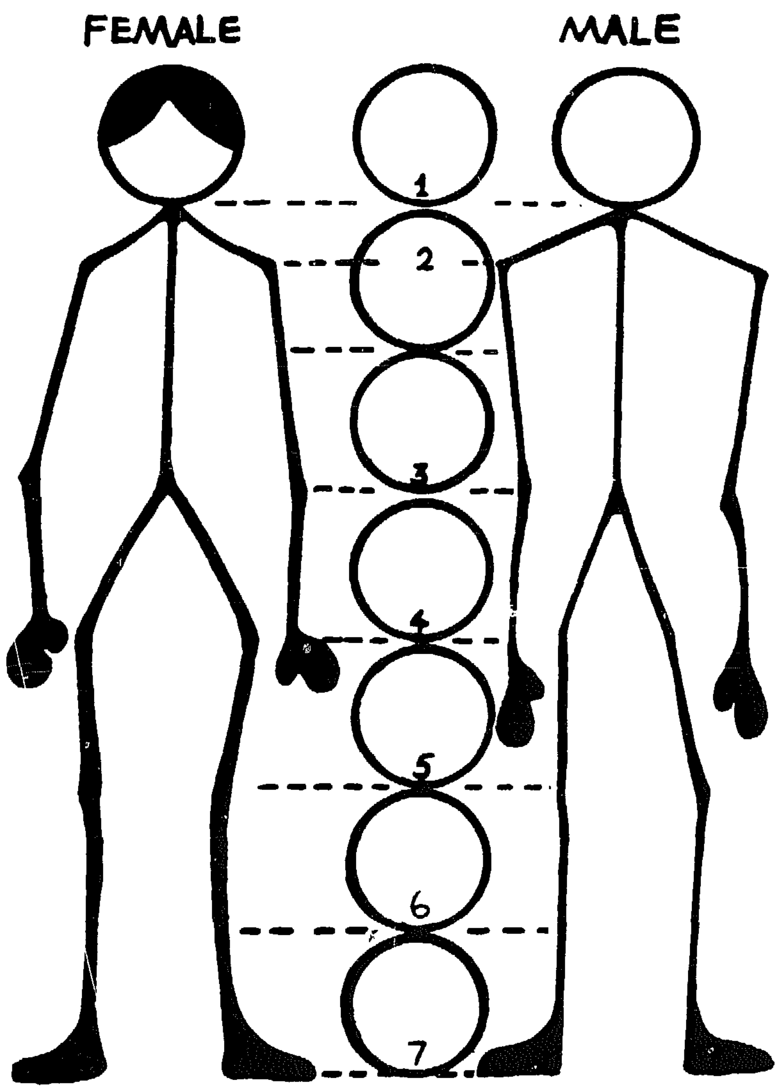
   -the bend in the elbow at point 3

   -the hands and hips at point 4

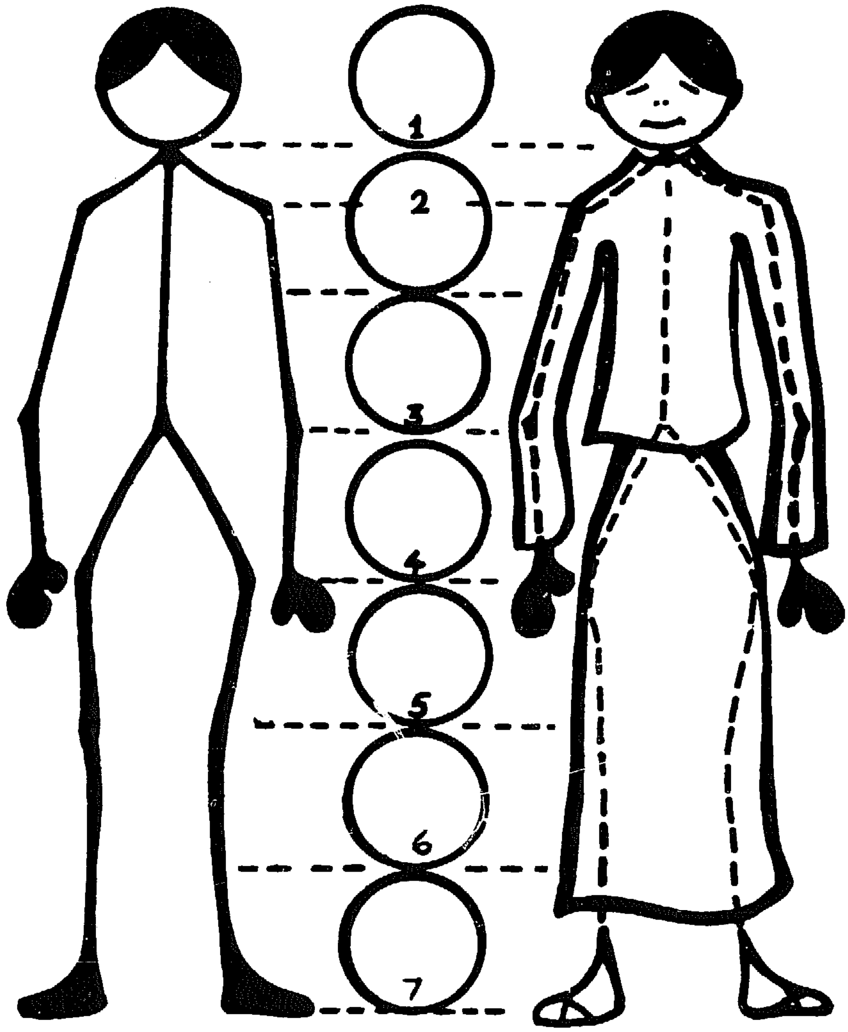
   -the knees at point 5

   -and the feet at point 7

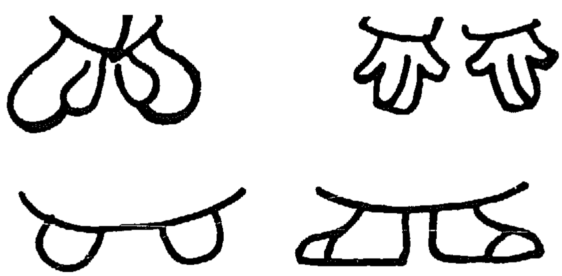
3. Repeat this same process to make a female stick figure. Women have narrower shoulders and wider hips, so you will need to make some adjustments.



4. Now try drawing a female figure next to the one you have just drawn, only this time do not use any coins. Try to judge with your eye the correct body proportions.



5. Once you feel that you can draw these figures in the correct proportion, work to pick up speed. You may want to eliminate the middle line extending from the head to the hips. You also probably will have developed your own style for hands.



6. Now go back and add the finishing touches to make your figures more realistic. Finishing touches could include:

- -hair, ears, headcovering.
- -pants and shirt (for males)
- -dress or skirt and blouse (for women)
- -centre lines erased and area filled in with appropriate colours

SUGGESTIONS:

Make your figures big and bold so that they can be easily seen.

YOU HAVE MASTERED THIS SKILL IF:

1. When drawing simple figures without the aid of a coin, all body parts are accurately proportioned.
2. Distinguishing features of dress and hair are added and completed drawings are recognizable as male or female.
3. Drawing is large enough to be easily seen at a distance of 3 meters.
4. Simple drawing of a figure is completed in less than 5 minutes.



SIMPLE LINE DRAWING

FACING UP...

Faces are very expressive, and a few simple lines can make the difference between a laugh & a cry...

SKILL EXERCISE #5

OVERVIEW:

In this activity you will be working with different types of facial expressions to add some realism to simple line figure drawings. Several examples are included to give you an idea of the range of possibilities--the rest is up to your imagination!

MATERIALS:

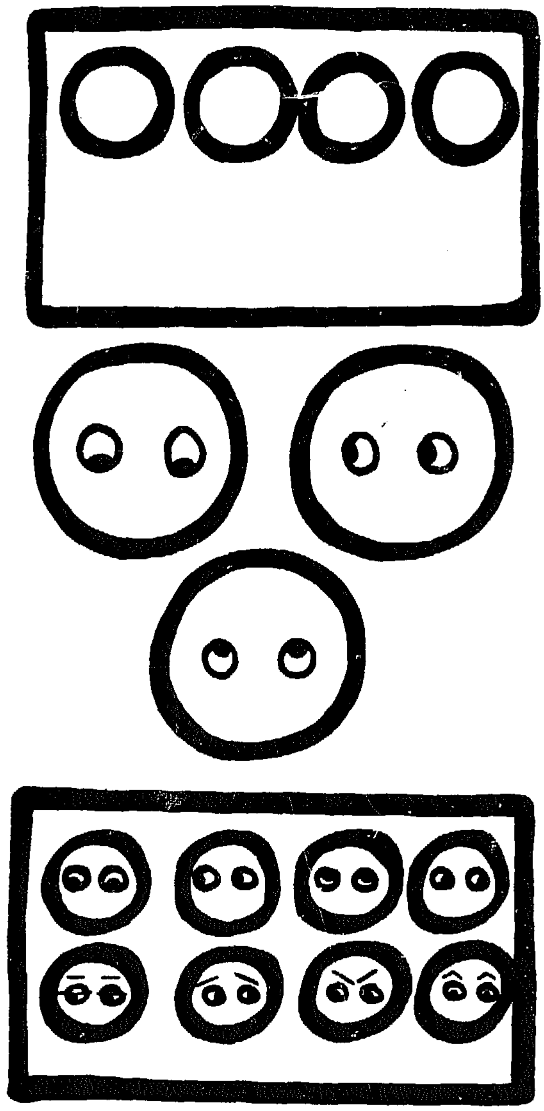
Pencil; paper; colored felt-tip markers.

PROCESS:

1. At the top of your paper, quickly draw a series of ovals or circles. Do not worry about being precise; work for speed; make your ovals big and bold.

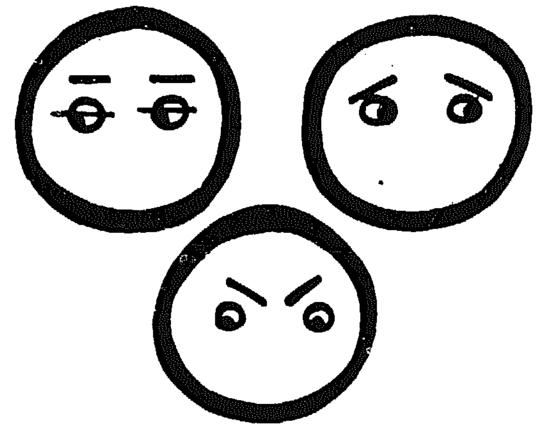
2. Expressions of the face change with the shape of the eyes and the position of the pupils. Draw eyes in the circles and make pupils in different positions in eyes.

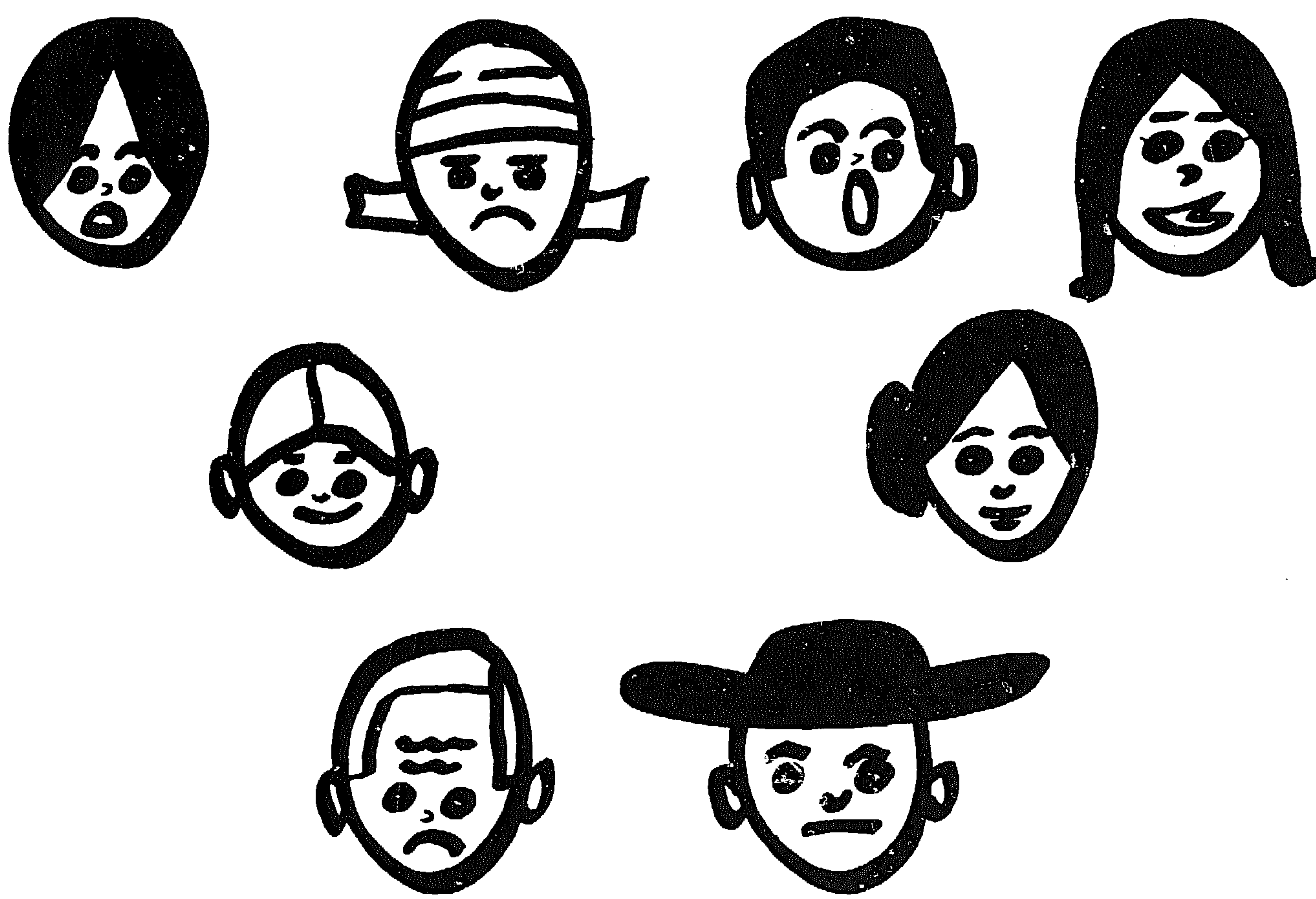
3. Draw another series of ovals or circles in the next line. Expressions can also be changed by the position of the eyebrows and eyelids. Draw eyelids, eyebrows, and pupils in the faces in this next line. Experiment with trying to show different emotions.



4. Draw a third line of ovals or circles. The mouth is another facial feature which gives us an idea of a person's feelings. Draw different mouths in the faces. When you have completed this, go back and add the other features.

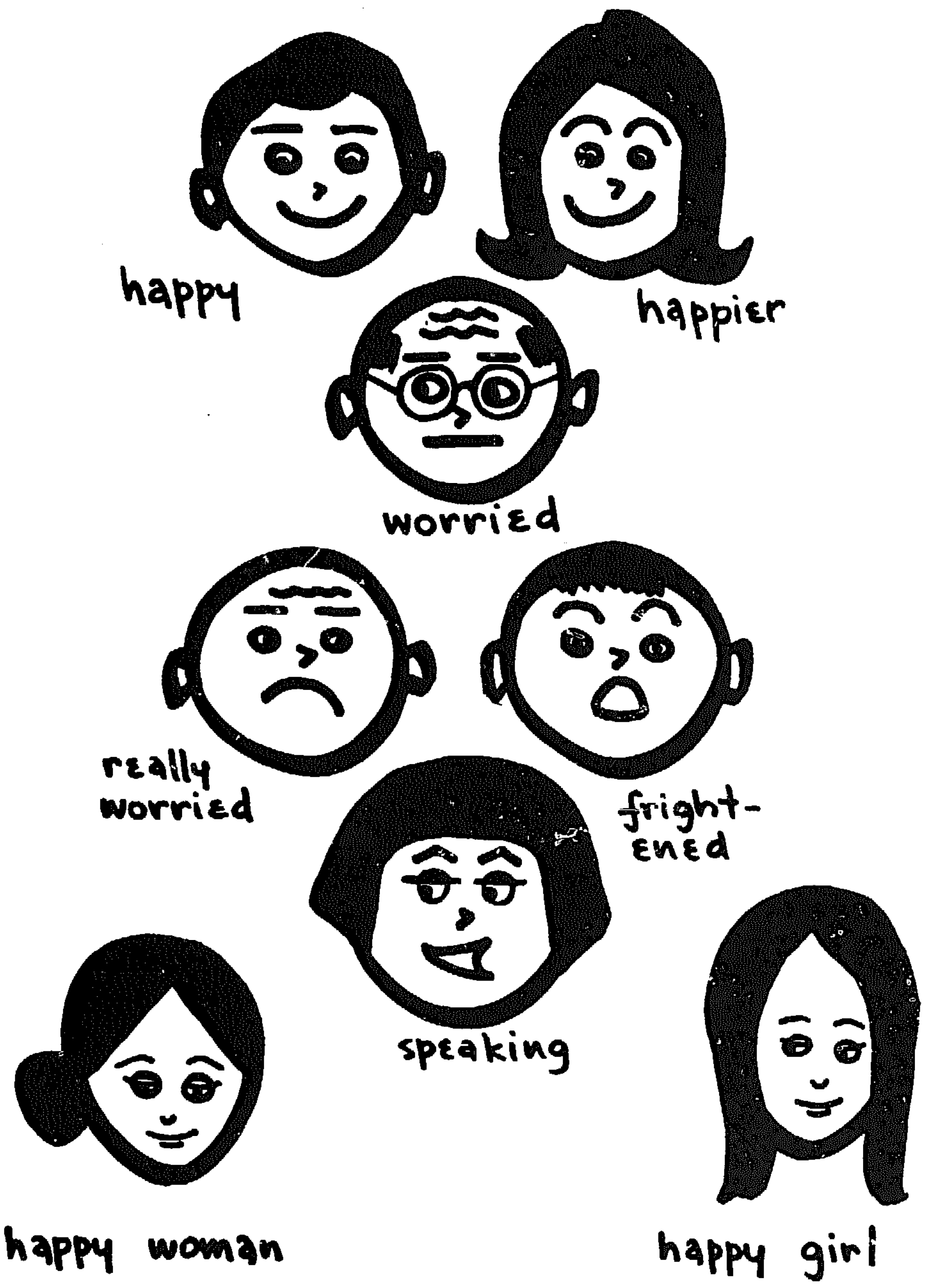
5. You have now mastered the basic steps in drawing simplified faces. You will now want to begin adding your own touches. Select a few of the faces you have just completed and go back and add a few other characteristics--hair, perhaps a hat or some other feature which is common or would be easily identified by the people you work with. Add color now, for hair, eyes, mouth, headcovering, other.





YOU HAVE MASTERED THIS SKILL IF:

1. Expressions on faces are identifiable.
2. Expressions for at least three different emotions can be drawn.





SIMPLE LINE DRAWING

PUTTING THINGS TOGETHER & MOVING ON...

This activity gives you some tips on how to make your simple line drawings get moving ...

SKILL EXERCISE #6

OVERVIEW:

People seldom stand still and you won't want your drawings of people standing still either! In this exercise you will be putting your people into action. (See the Line Drawings Section for other illustrations.)

MATERIALS:

Pencil; paper; colored felt-tip markers.

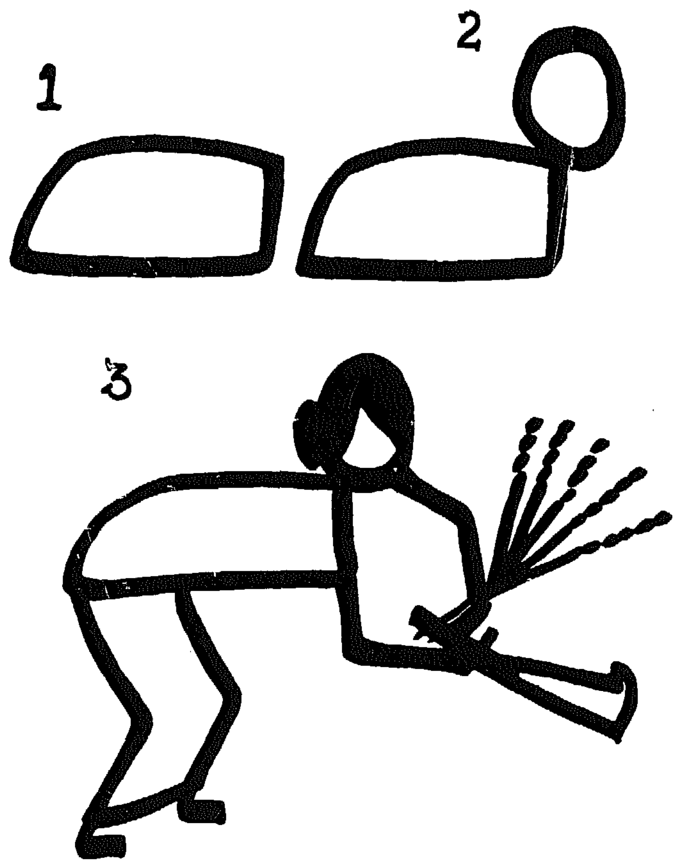
PROCESS:

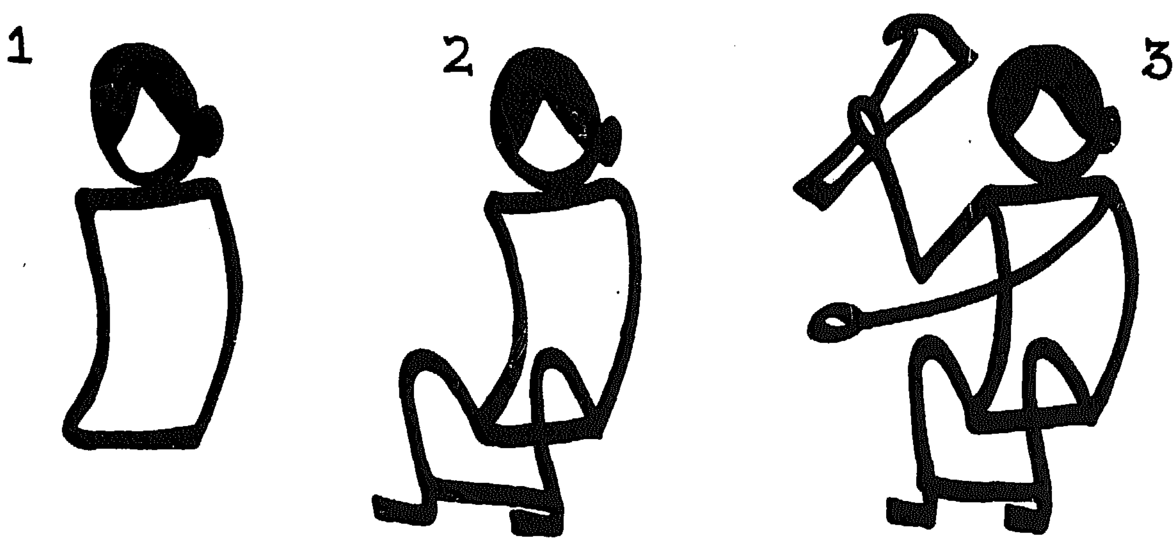
Cutting wheat/Drawing water

1. Begin first with a curved rectangle for the back.
2. Add an oval for the head.
3. Next draw the legs, bending the line for the knees. Add the arms.
4. Now add finishing touches (feet, hands, wheat, knife).

Pounding food/Caring for child

1. Draw curved rectangle for body, and add oval for head.
2. Add legs.
3. Add arms.
4. Fill in wih objects.



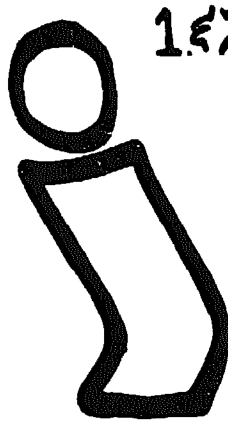


Sweeping the floor/Hoeing the garden

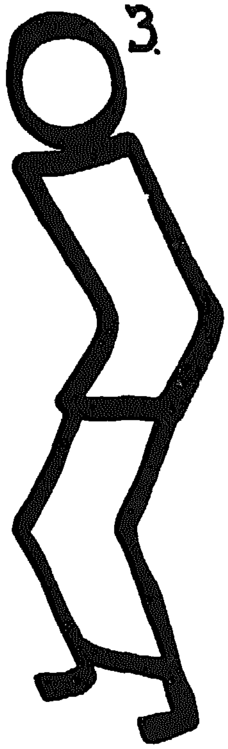
Draw:

1. Curved rectangle
2. Head
3. Legs
4. Arms
5. Add finishing touches.
6. Repeat this same drawing up to step 3. Change the position of the left arm and slant of shoulder line. (See figure 5.) Add a hoe.

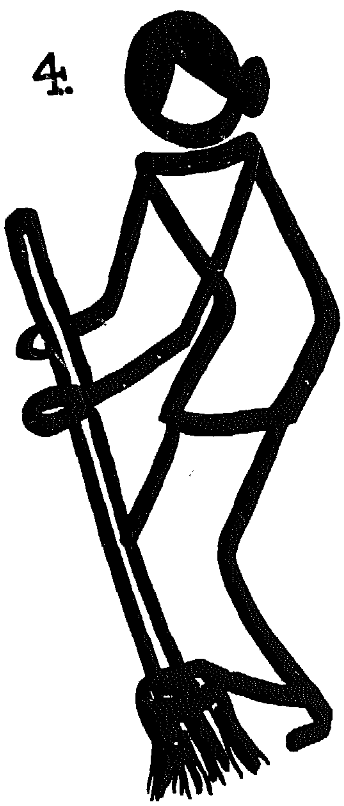
1&2.



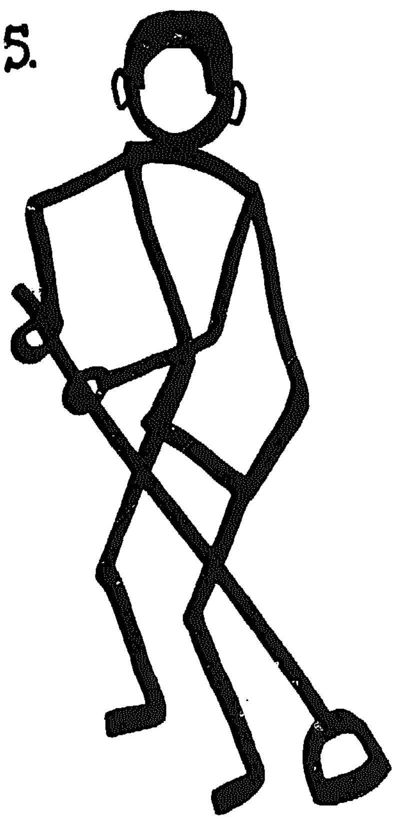
3.



4.



5.



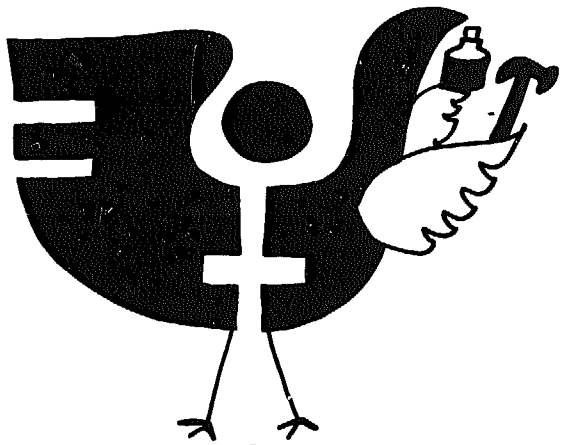
SUGGESTIONS:

Notice the difference the slant of the shoulder makes. When the movement is away from the body, the right shoulder tilts upward. When it is toward the body, the left shoulder tilts upward. Now, using colored markers or crayons, go back and add finishing touches of hair, clothing, headcovering, other.

YOU HAVE MASTERED THIS SKILL IF:

1. You are able to draw figures doing at least three different activities.
2. Completed figures have finishing touches in color of dress, hair, and ornamentation.

HOW TO MAKE YOUR OWN LOW-COST MEDIA MATERIALS



RUBBER CEMENT

Rubber cement is probably the easiest paste to use when preparing final copy for the printer. Anyone who has to "cut and paste" layouts will find it invaluable, because it doesn't dry or stick fast immediately, but gives you time to move the cut-out image around for positioning. Another handy characteristic is that you can remove any paste around the edges by simply rubbing it off with your finger.

This simple way of making your own rubber cement from scrap pieces of rubber should give you unlimited supplies of the paste without any great expense.

BAMBOO TRIPOD EASEL

This is an easy-to-construct bamboo tripod easel that will hold a flannelboard or flip-chart or any other large, stiff-backed visual aid. It is sturdy, made of low-cost materials, and convenient to carry and to use.

RUBBER CEMENT

INGREDIENTS

5 grams of raw rubber (translucent, light brown sheet kind--crepe soles from shoes, or some baby bottle nipples may be used)
250 cc of uncolored gasoline (If not available, see below.)

PROCESS

1. Put rubber and gasoline in a jar with a screw top.
2. Let stand about 3 days until rubber is dissolved in gasoline.
3. If any globs of rubber remain, stir until dissolved. Rubber cement should be smooth and milky-colored in appearance.
4. Store in airtight brown bottle in ventilated cupboard. One idea you may want to try is to insert a one-inch paint brush through the metal cover of the jar. This will then give you a brush with which you can apply the rubber cement.

Suggestions: 'If uncolored gasoline is not available, use the following process to filter colored gasoline:

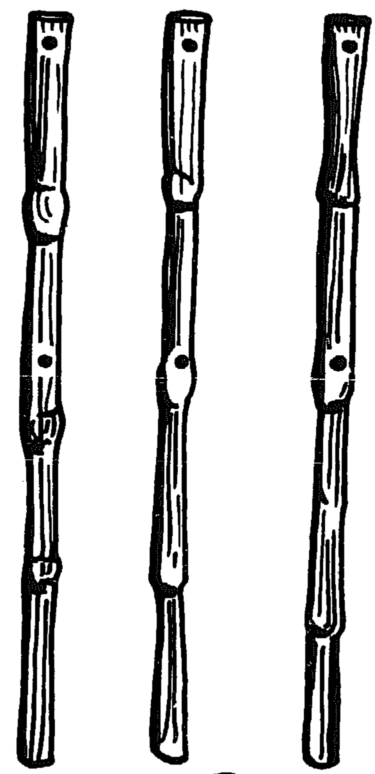
1. Take a clean tin can and puncture a hole in the bottom. Place a small piece of cloth in bottom to keep particles of charcoal out of filtered gasoline.
2. Fill the rest of the can with small particles of charcoal.
3. By holding can over a bowl, pail or other container, pour the gasoline over the charcoal.
4. This process may have to be repeated several times to remove all color from the gasoline. Charcoal also may have to be changed after 3 to 4 pourings.

CAUTION: Gasoline is flammable. Use care when mixing and applying the rubber cement. Work with gasoline outdoors only. Do not use near fire. KEEP OUT OF THE REACH OF CHILDREN.

BAMBOO TRIPOD EASEL

MATERIALS

Three 1.5m. poles
Two 8cm. wooden pegs or sticks
4m. of heavy cord



PROCESS

1. Drill a hole through the bamboo near one end of each pole. With 20cm. of heavy cord, tie the three ends together securely, but not so tightly that tripod legs cannot be opened.

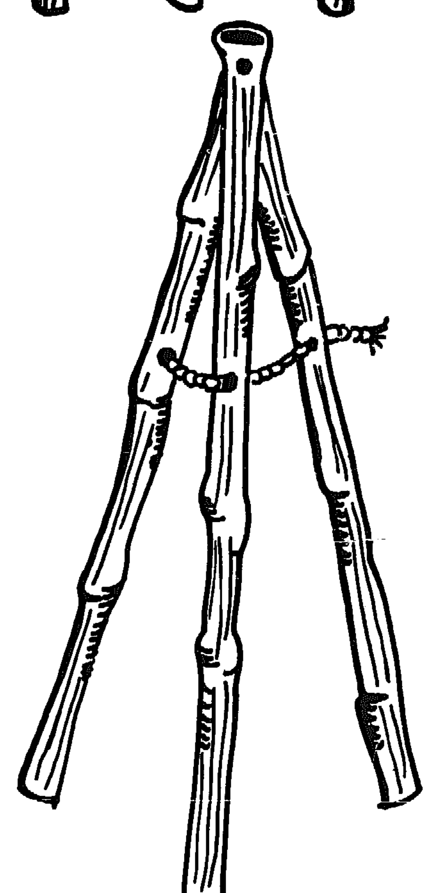
2. Drill another hole near the centre of each pole. Beginning with the first pole, slip the heavy cord through the hole and tie a knot at one end of the cord leaving at least 8cm. hanging free.

3. Pull the rest of the rope through the hole until the knot you have made rests firmly against the pole.

4. Measure off a distance of 60cm. and insert the rope through the hole in the next bamboo pole and make another knot.

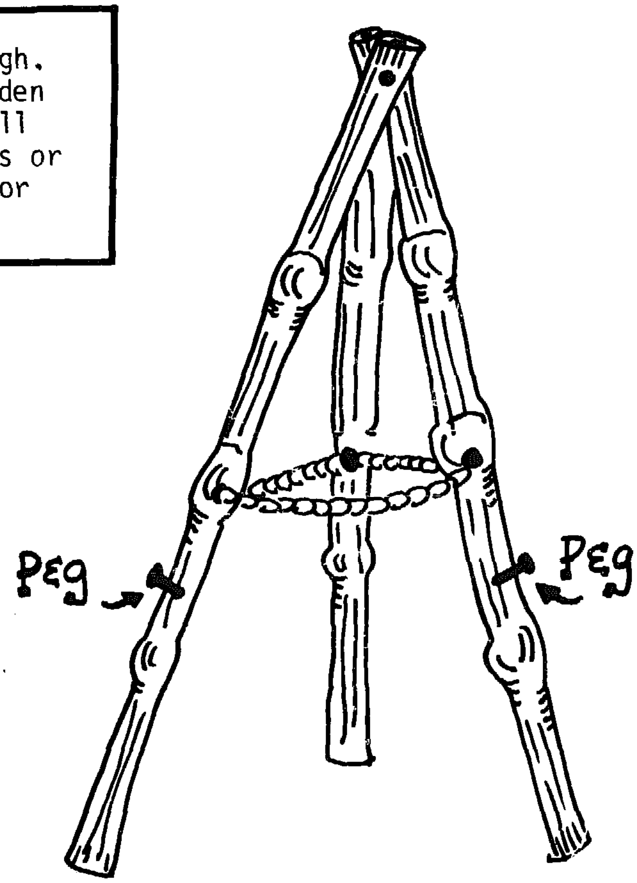
5. Follow this same process with the third pole, always allowing a 60cm. length of rope for the distance between poles. For the last length of rope, tie the two ends together (remember you have 8cm. hanging free), measuring first to be sure the length of cord between the two poles will be approximately 60cm. in length when the knot is completed.

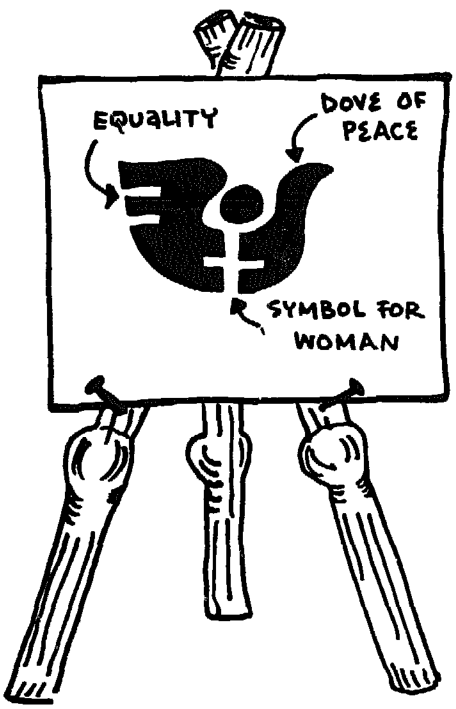
6. Set your tripod up now as it will be when you use it. Decide at what height you want to place the bottom edge of your visual materials and mark this spot on the front two poles. (It would be a good idea to measure this distance to make sure both marks are the same length from the bottom).



BAMBOO TRIPOD EASEL

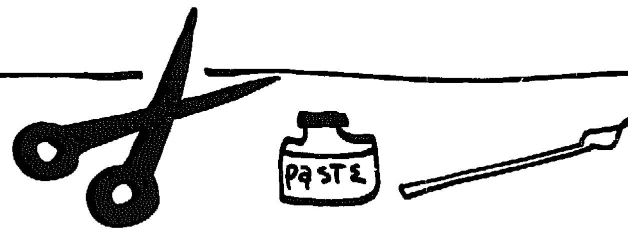
7. If your rope holes are big enough, you may be able to slip the wooden pegs through these. If not, drill two holes and insert wooden pegs or sticks to support flannelboard or other display.





SUGGESTION

The length given for the wooden pegs will vary according to the size of the bamboo. You will want at least 7cm. of the peg sticking out in the front, so cut your pegs with this in mind.



CLIP-ART BOOK
part A

FEMINIST LOGO'S

CLIP-ART is a term used for artwork that is reproduced for the use of people who prepare their own publications, and who need illustrations in specific areas. We have selected a variety of feminist logo's and pictures of rural women in action, and invite you to use these in communication materials that you may be thinking of preparing for distribution in your region or organization.

On the other side of this cover, you will find a list of credits for the feminist logos represented in this collection. It is important that you give due credit to any "borrowed" artwork used, and we ask that you take note of the citations listed.

Credit for the illustrations of Rural Women in Action should be given to: International Women's Tribune Centre. Artist: Anne S. Walker

NOTE: If you want to keep this booklet intact, for further use in a variety of different publications, we suggest you photo-copy or trace the images rather than cut out the original. Be sure however, that your reproduction remains crisp and clear in its lines and solid areas.

CITATIONS

Below you will find the name of the publication in which we found each particular women's symbol or the name of the organization that uses the symbol as its logo. These symbols are only a small sample of the IWTC collection, but reflect the variety of ways the symbol can be adapted to reflect different themes. We regret that we were unable to identify the artists for many of these symbols. Should you wish to use any of these symbols in your work, we suggest you cite the original publication.

1. Symbol for the United Nations Decade for Women. Designed by Valerie Pettis. Copyright held by UN/CSDHA. Symbol can be used for non-profit purposes.

2. Graphic used in Off Our Backs Volume XII, No. 4, April 1982. Page 19.

3. Official logo of Kvinder for Fred (Women for Peace) of Copenhagen, Denmark.

4. Graphic used in Isis International Bulletin No. 18, 1981. Page 33.

5. Women's Worlds Symbol. Symbol has been used on literature for First International Interdisciplinary Congress on Women which was held at the University of Haifa, Israel. December 28, 1981.

6. Symbol of the Women's Ecology Movement. Used in Women of Europe No. 15, May/June/July, 1980. Page 59.

7. Graphic used in Kvinner No. 3/4, 1980. Page 9.

8. Official logo of The Federation of Organizations for Professional Women (FOPW), an organization based in Washington, D.C.

9. Official logo of Women's Equity Action League (WEAL), an organization based in Washington, D.C.

10. Graphic by Matagne, one of the graphic artists of Women of Europe. Women of Europe No. 7, January/February, 1979. Front page.

11. Graphic found originally in Porte Ouverte and used in Women of Europe No. 15, May/June/July, 1980. page 59.

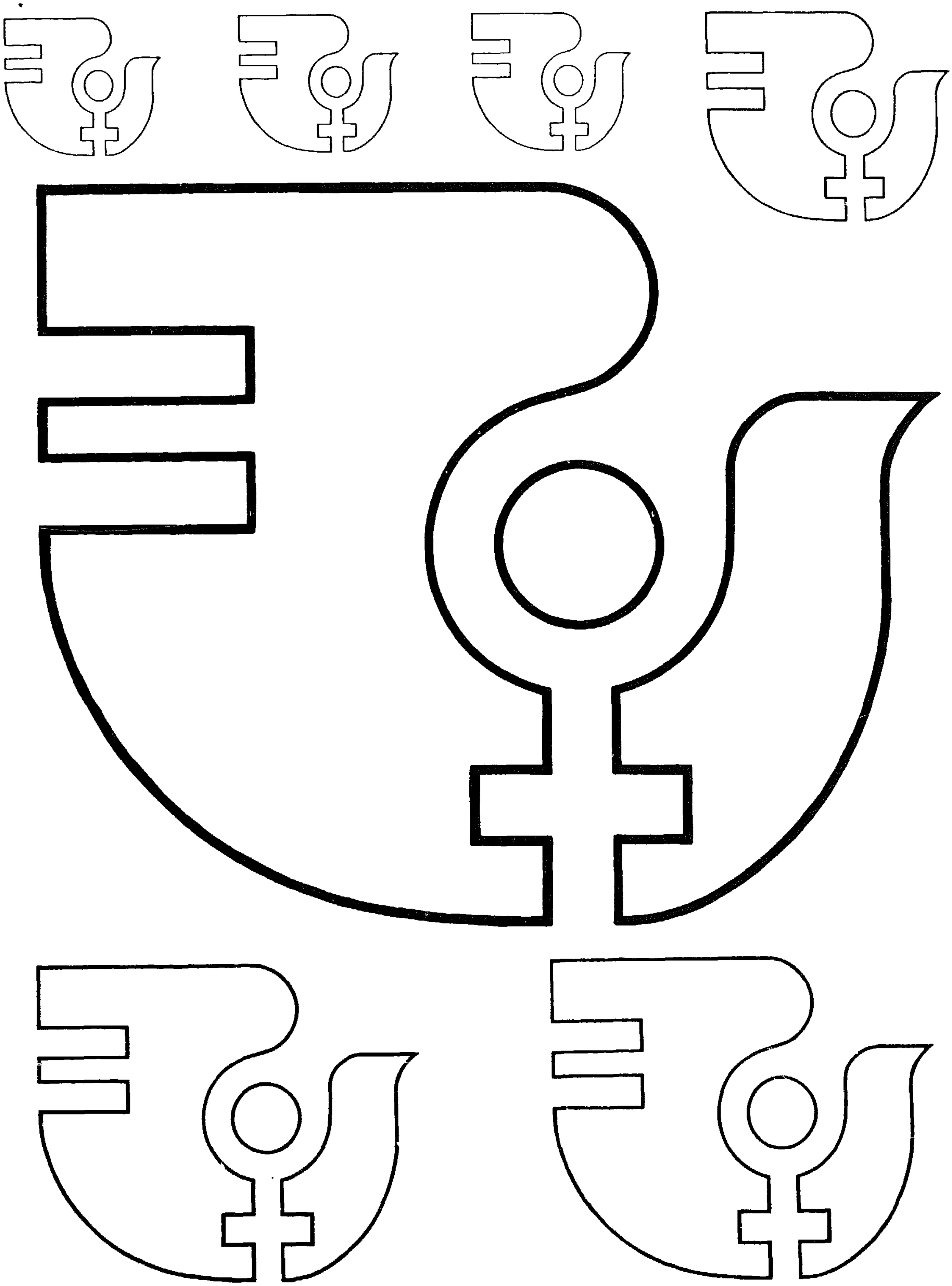
12. Graphic found originally in Liberation News Service and used in Isis Boletin Internacional, diciembre, 1979. Page 9.

13. Graphic used in Isis International Bulletin No. 13, 1979. Page 36.

14. Graphic used in Isis International Bulletin No. 10, winter, 1978-79. Page 4.

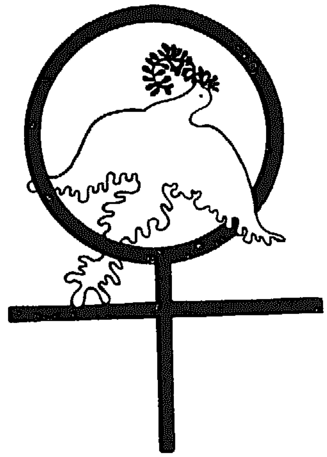
15. Graphic used in Isis International Bulletin No. 16, 1980. Page 24.

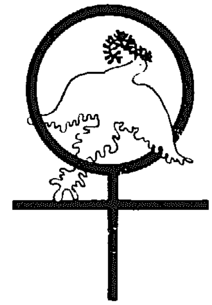
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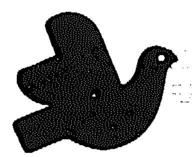


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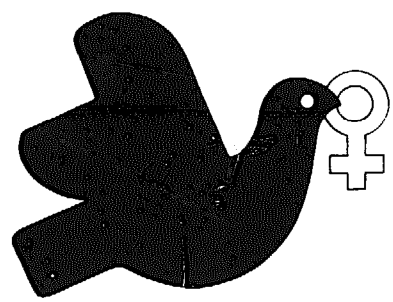


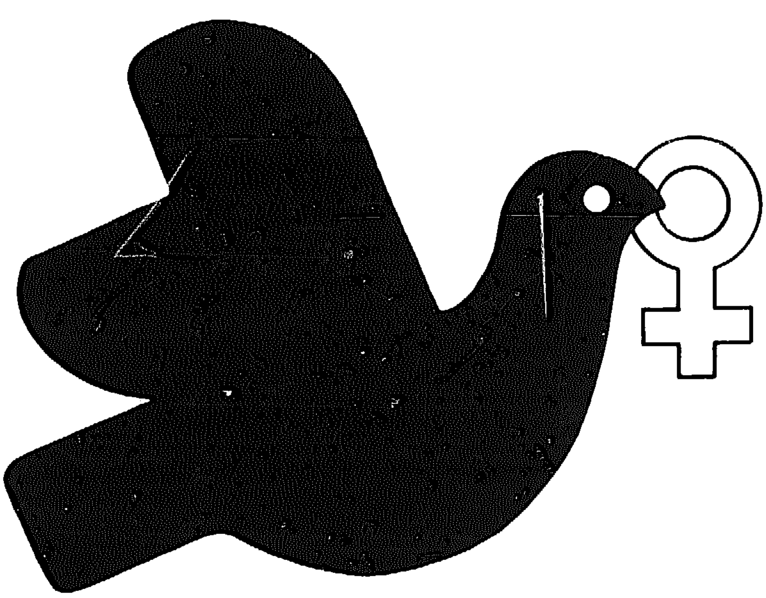


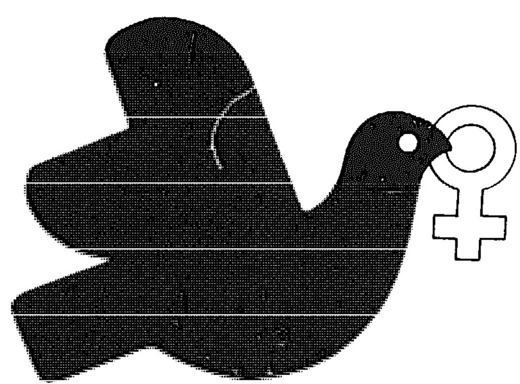




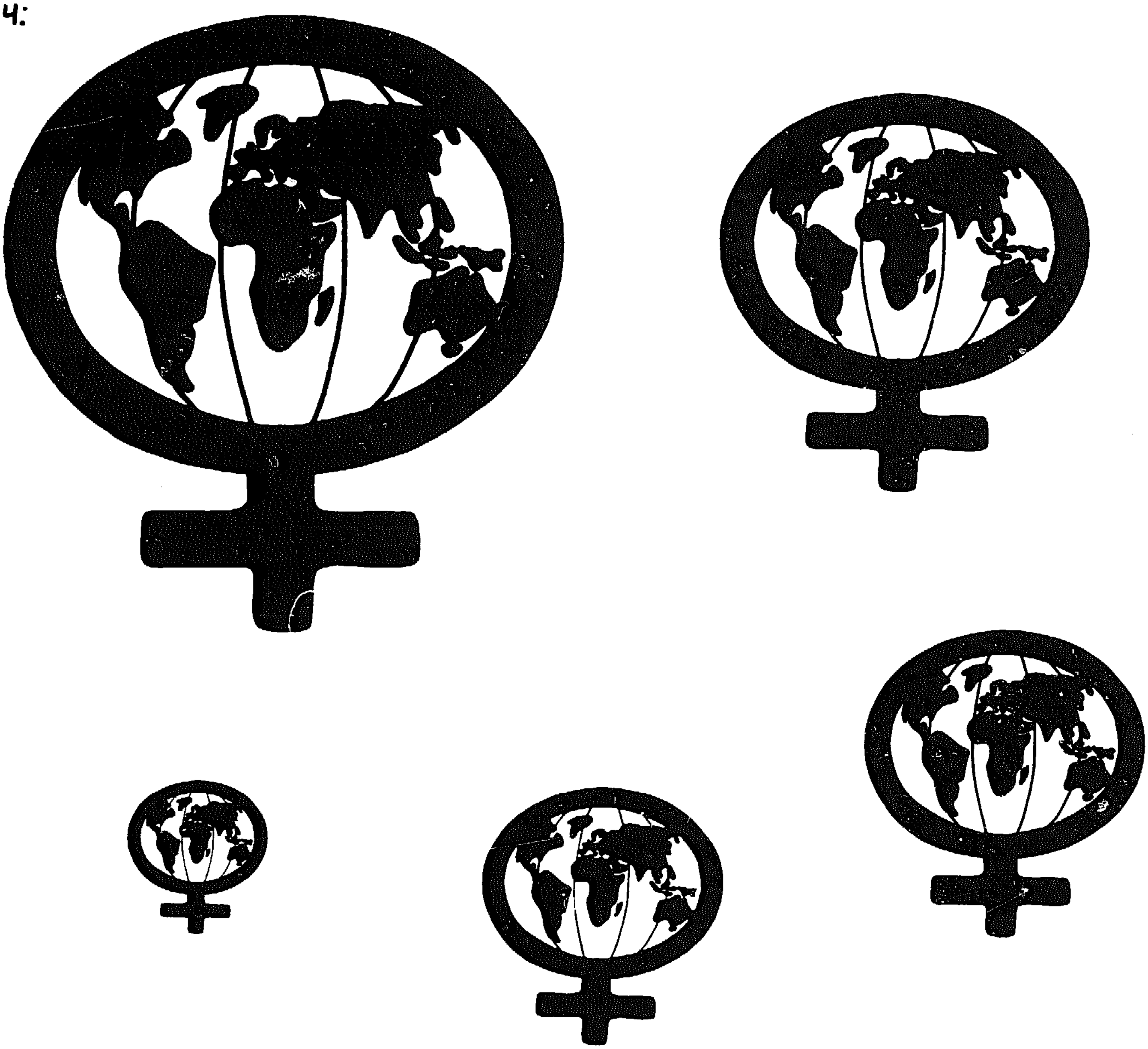
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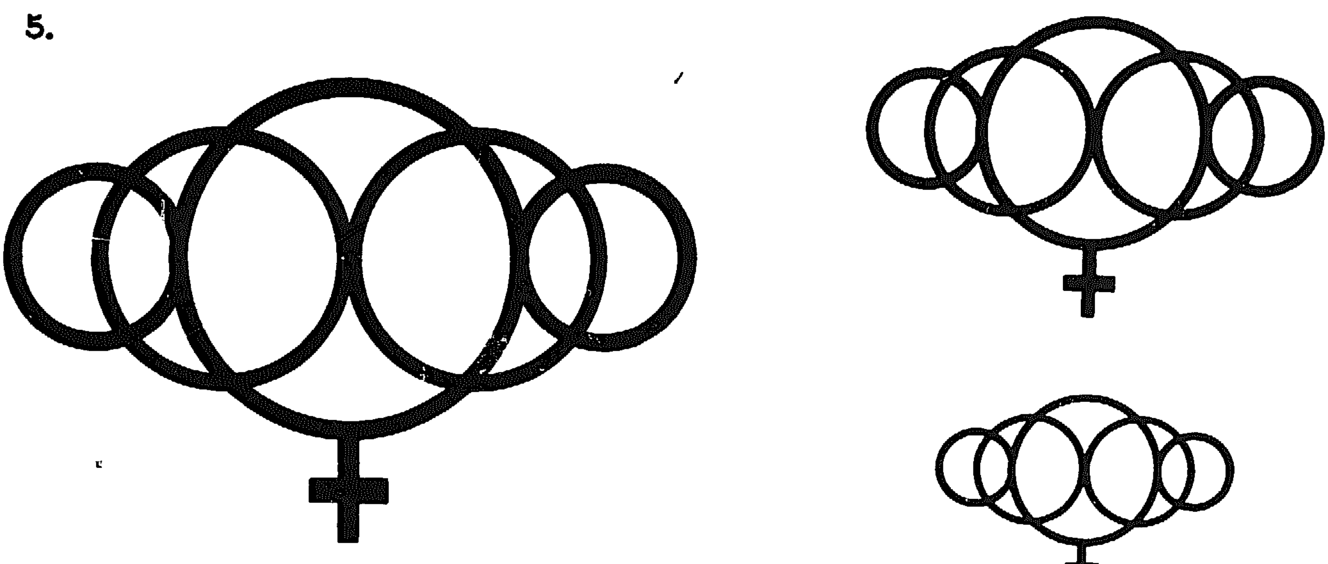




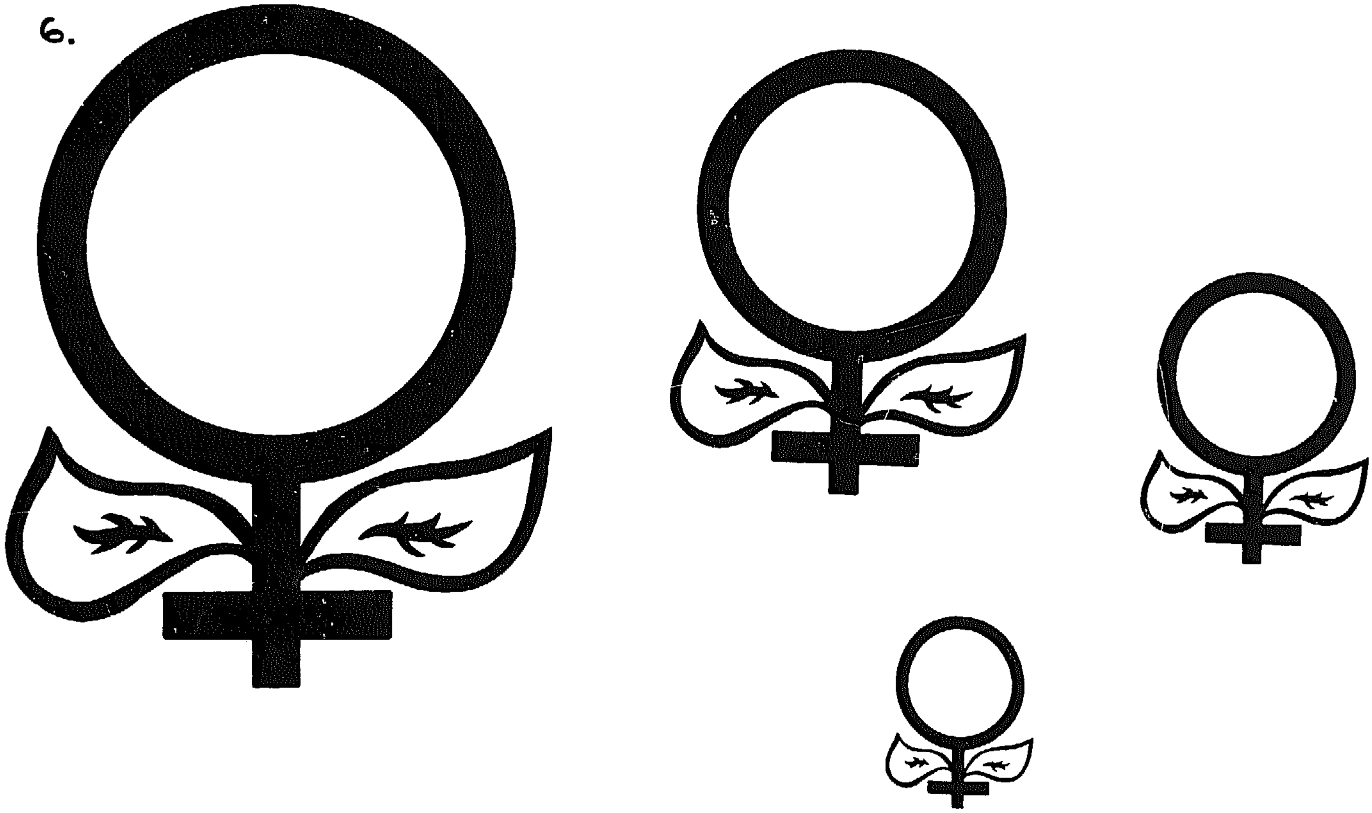
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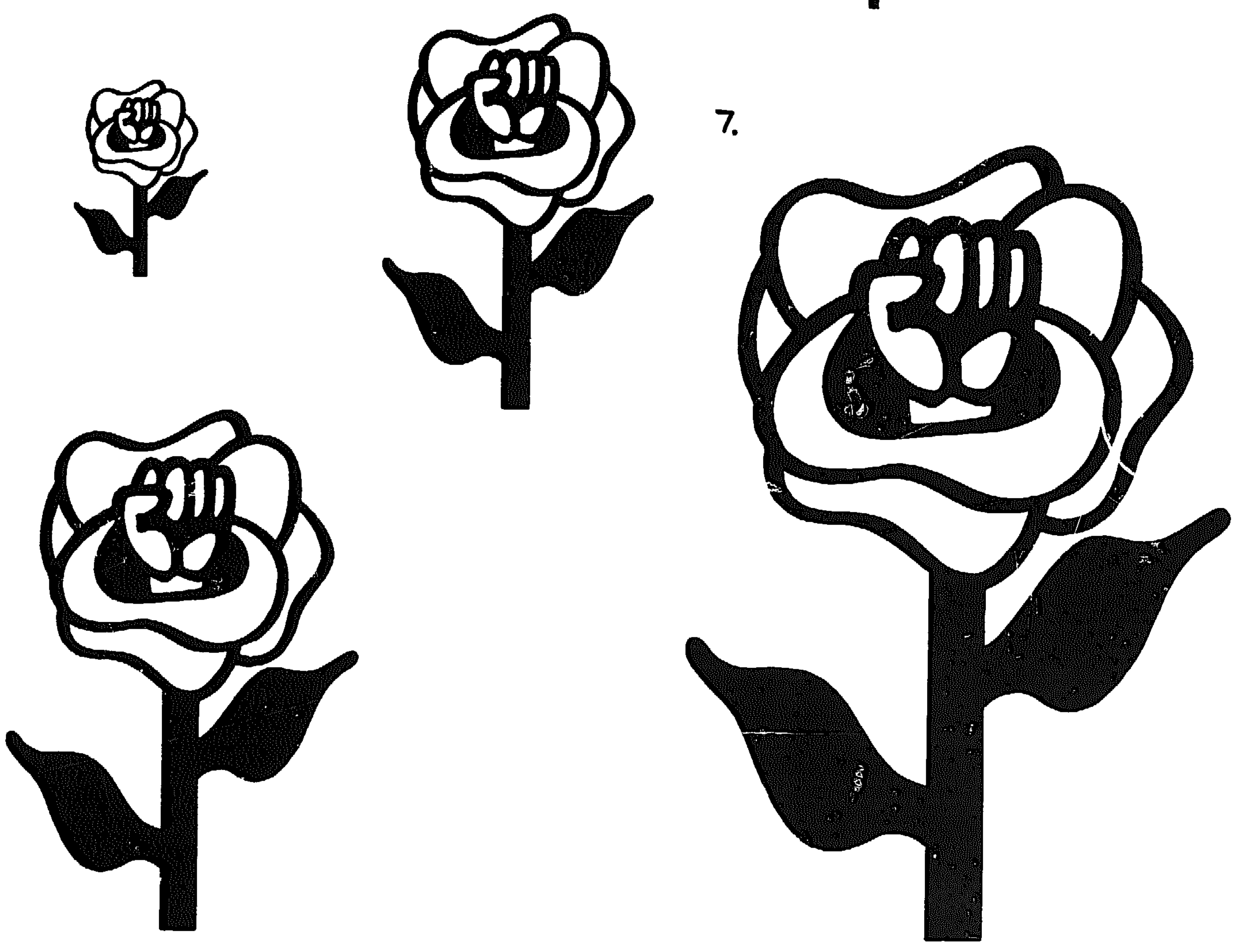
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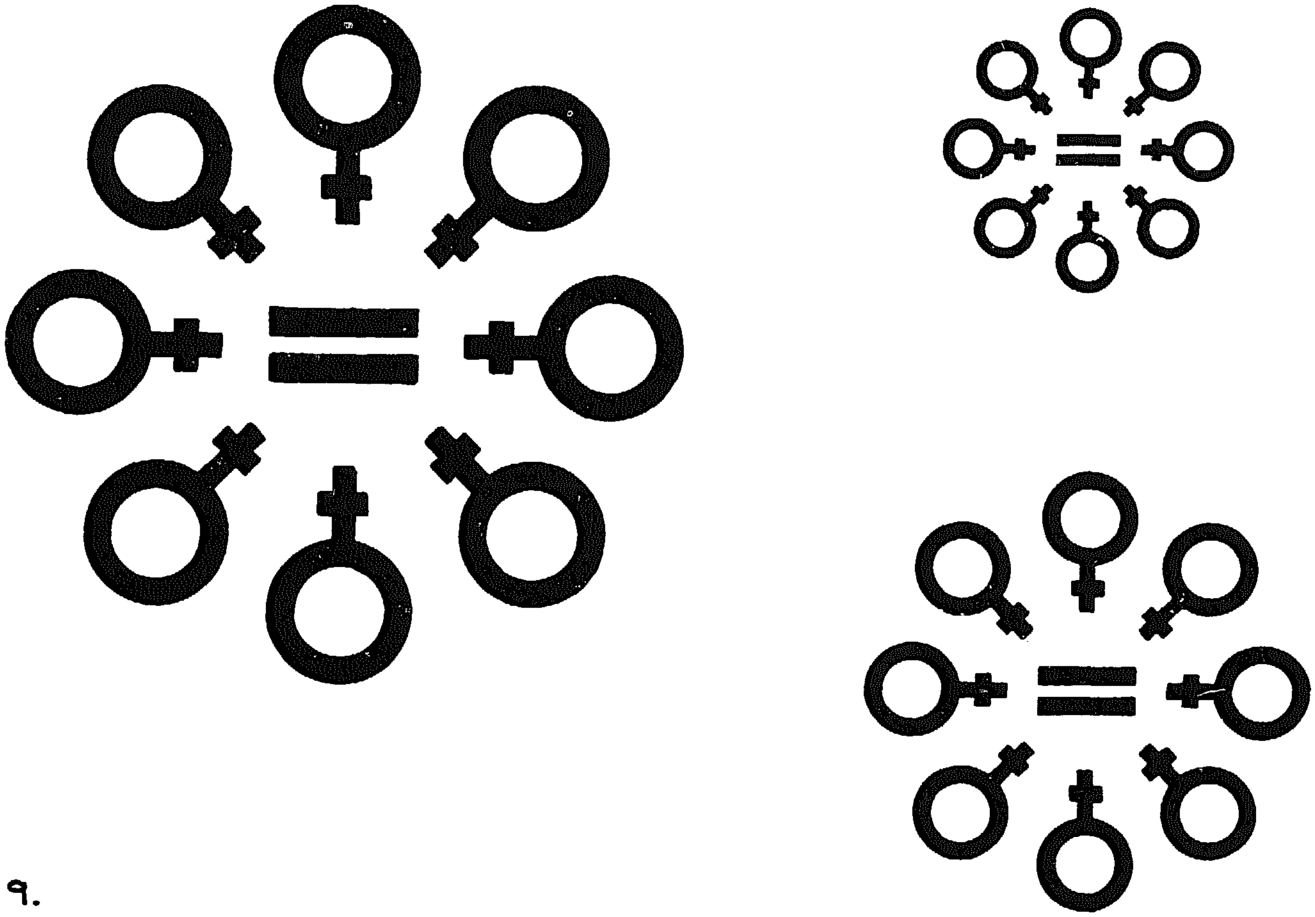
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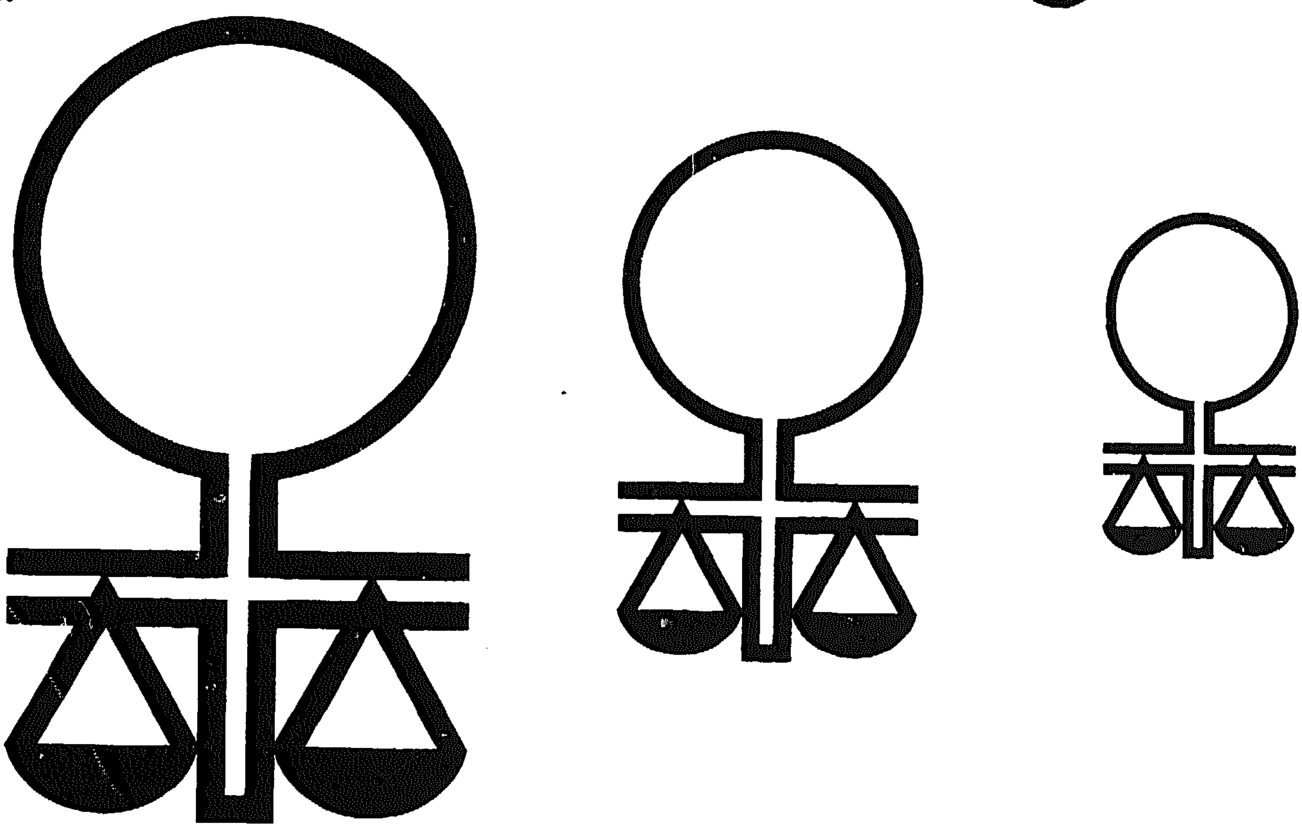
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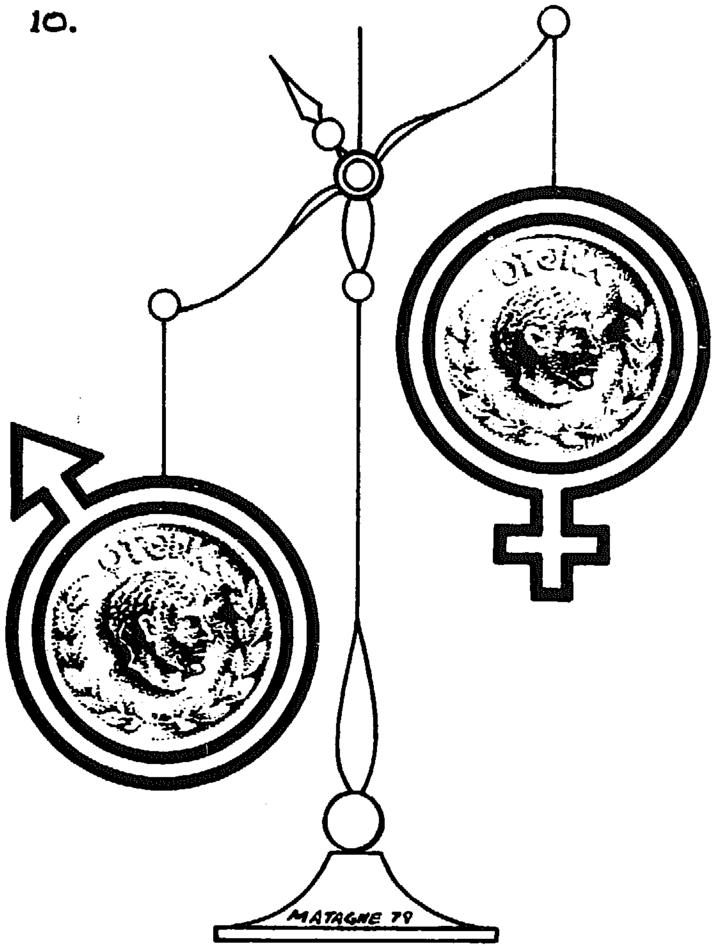
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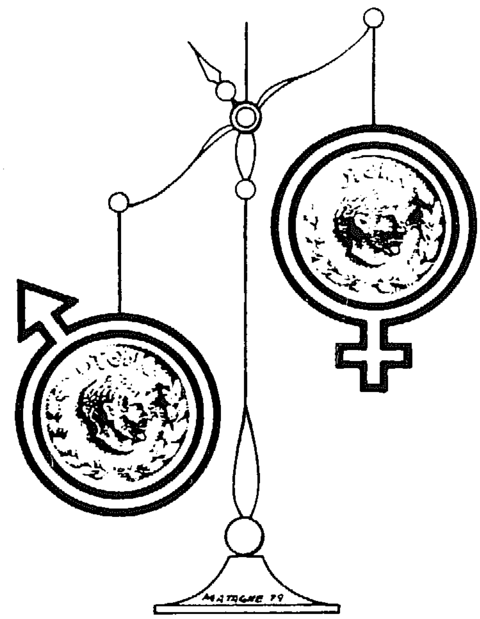


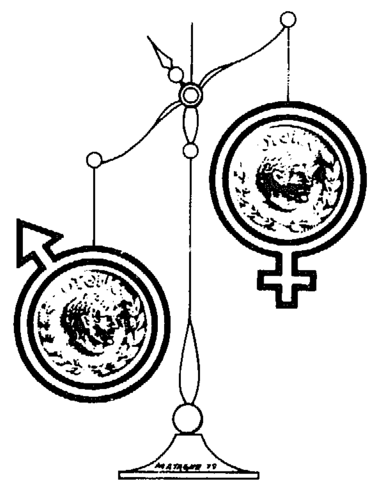
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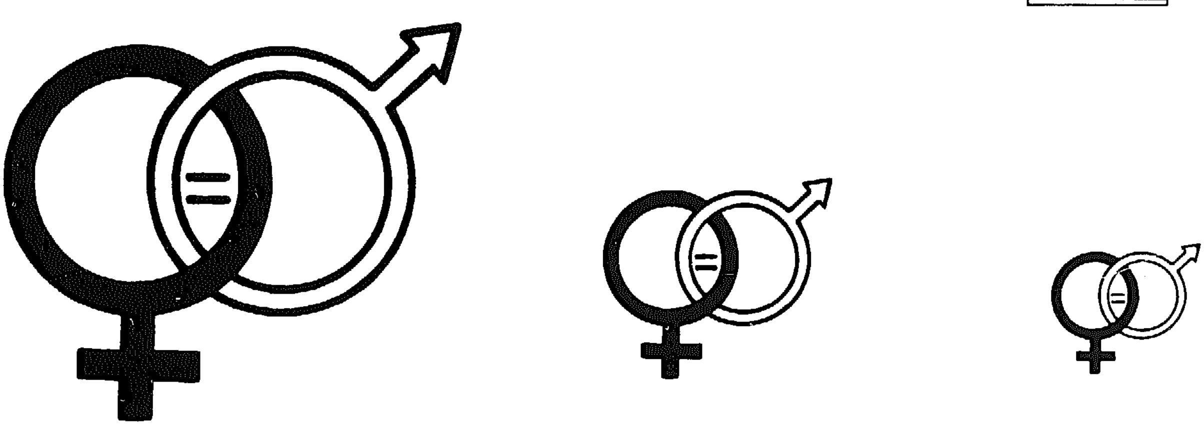
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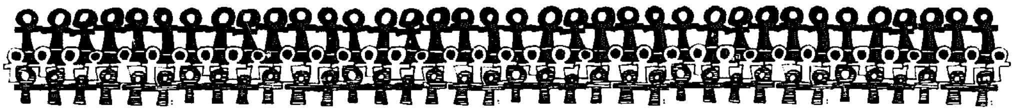


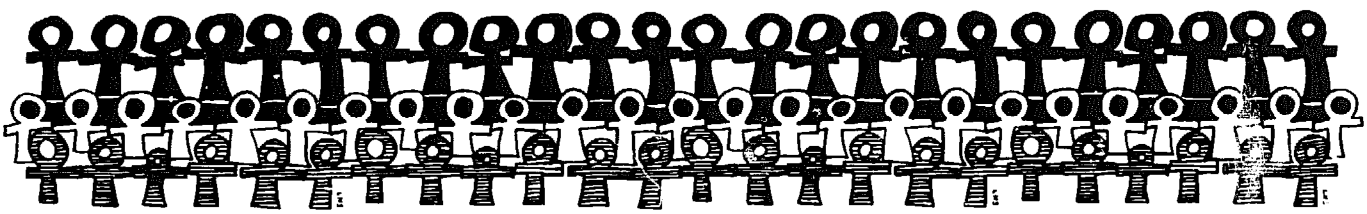


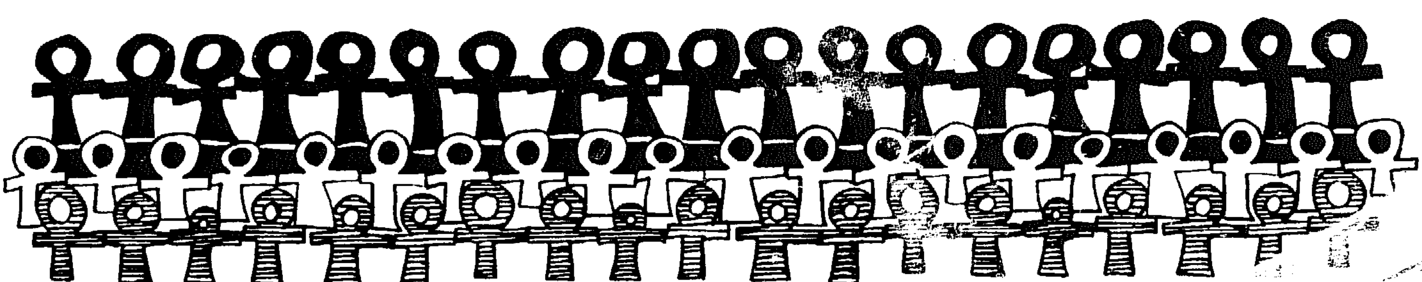
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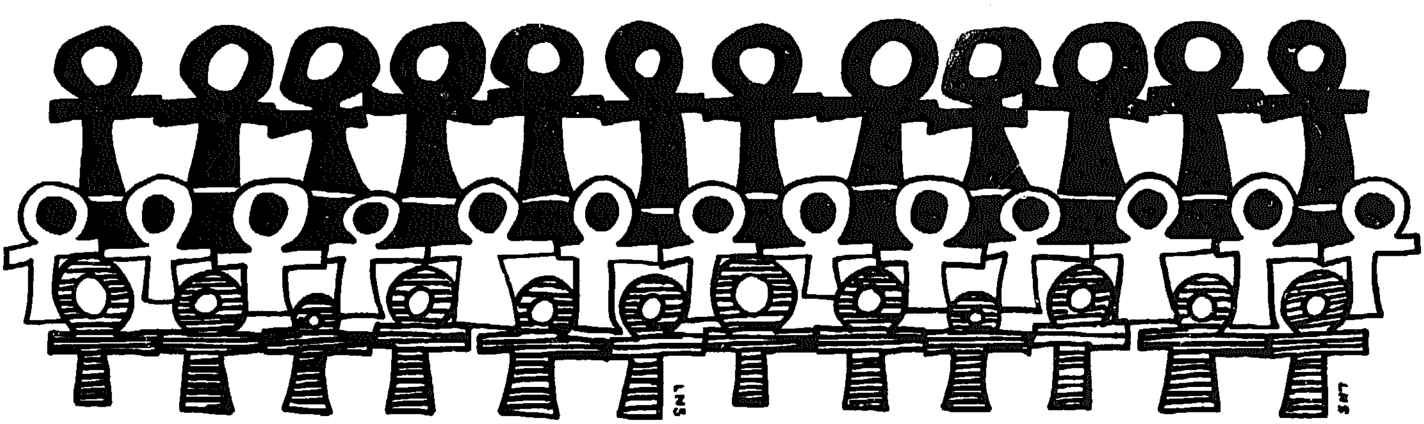


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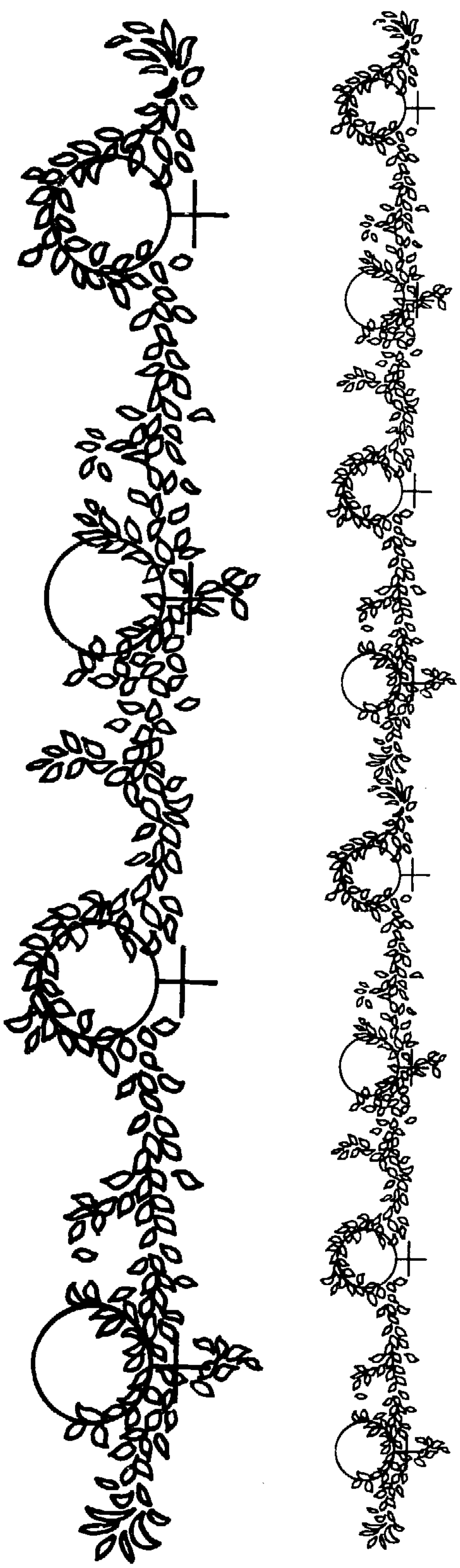




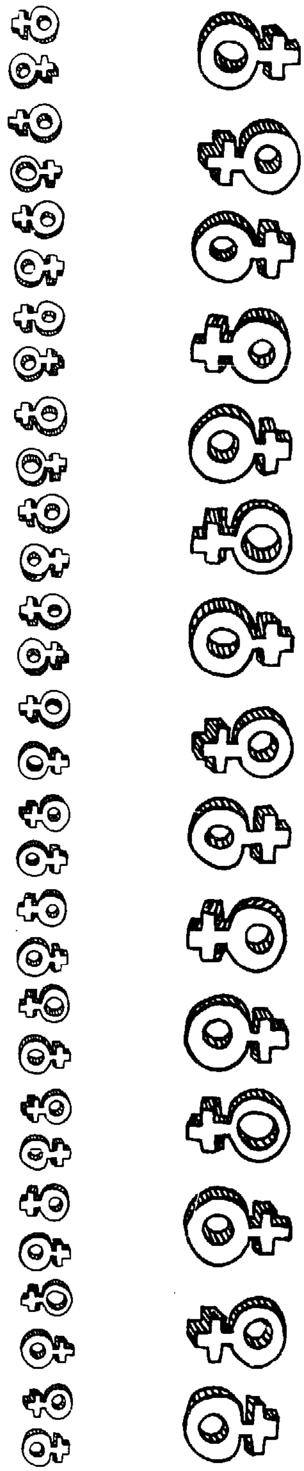




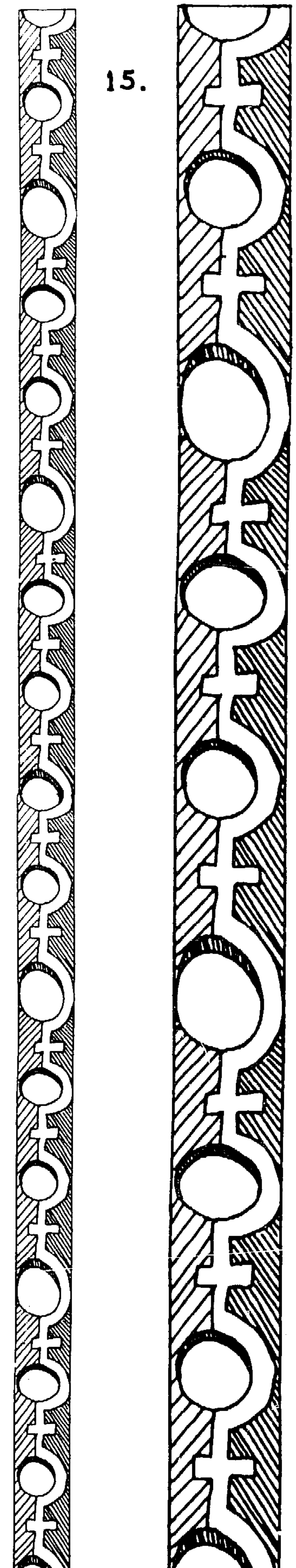
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CLIP-ART BOOK

part B

RURAL WOMEN IN ACTION...

These illustrations are a selection of the art-work that has appeared in The Tribune, La Tribuna, and some IWTC resource kits over the past years, and they are reproduced here for your use in publications that you are working on. You can either clip them out and paste them on direct, or trace/photo-copy them, therefore keeping the original book intact. Be sure to check that the reproduction is crisp and clear however.

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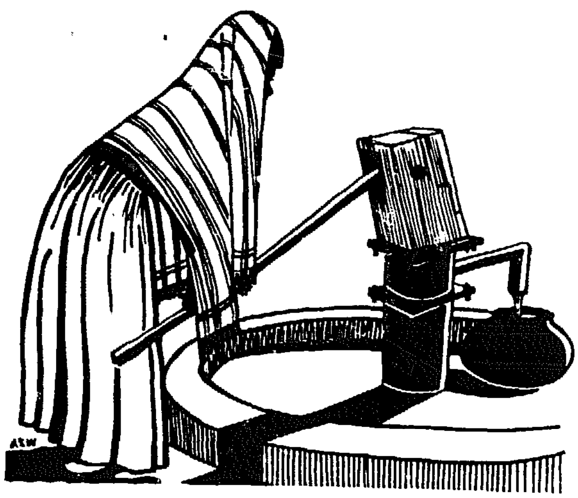
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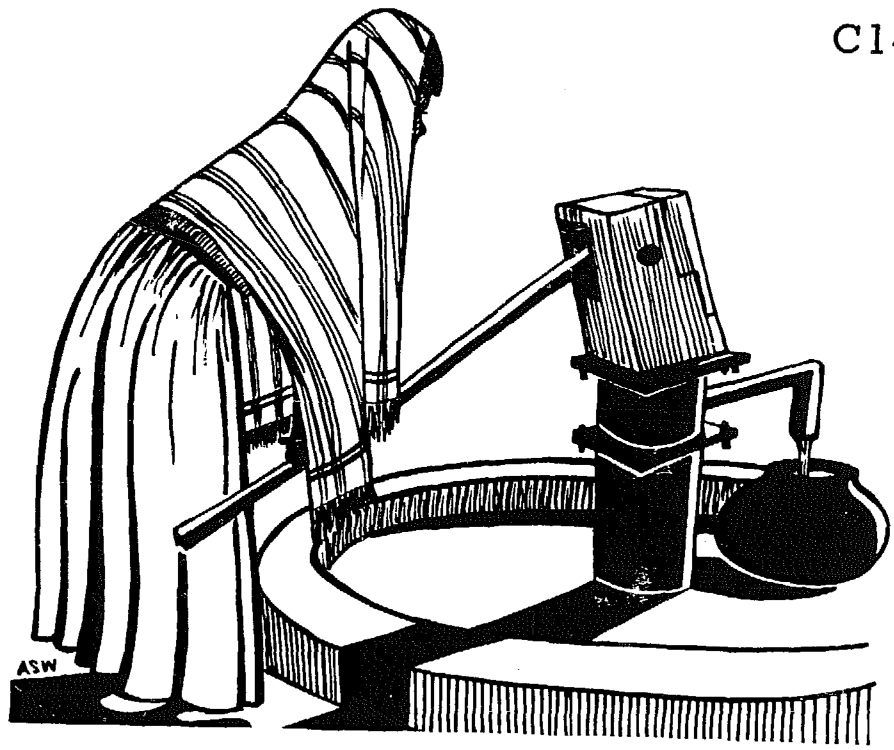
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Artist: Anne S. Walker.

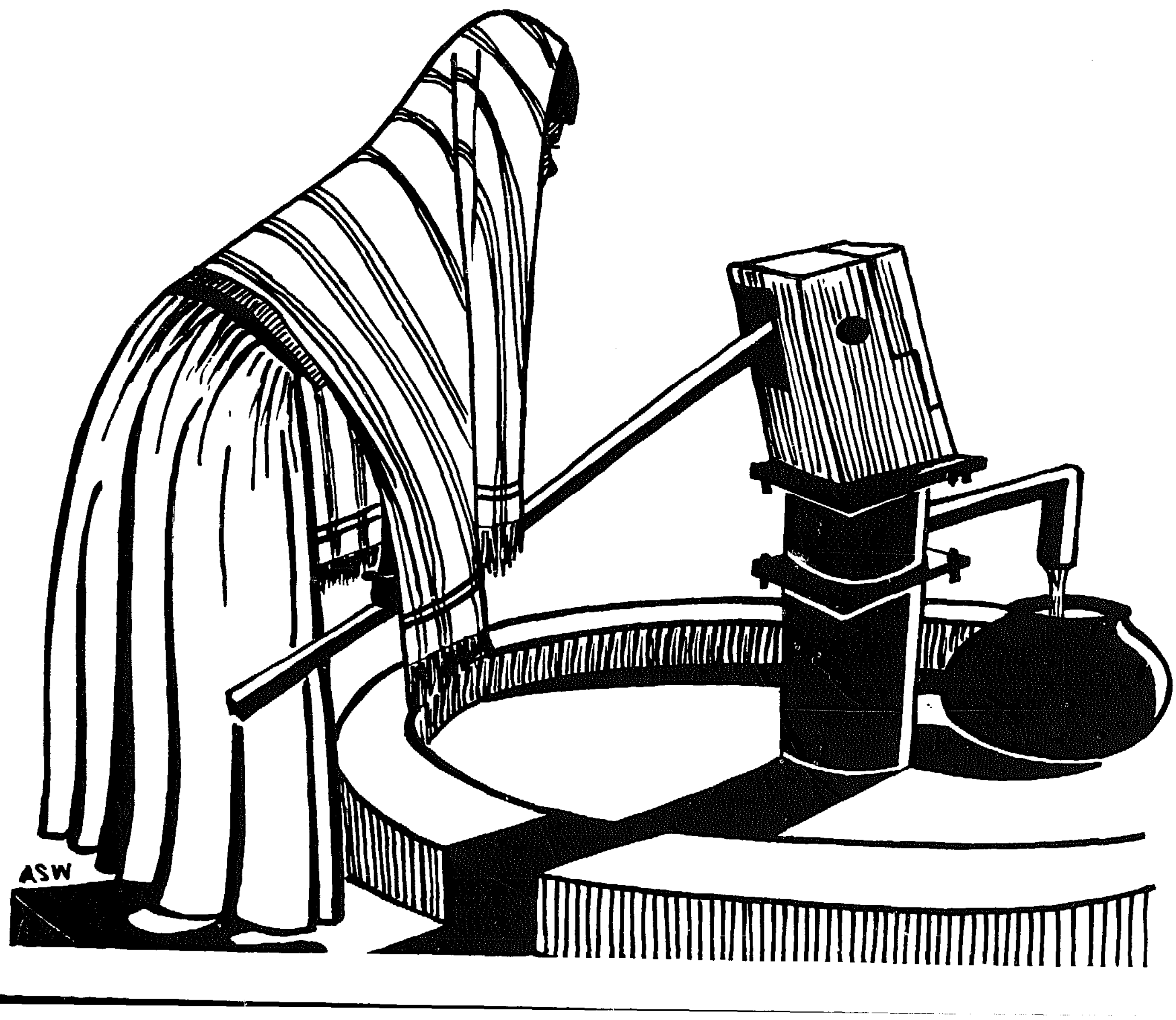

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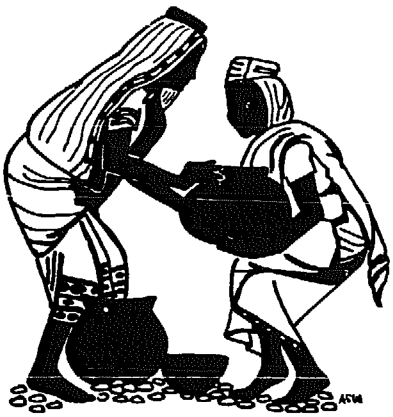

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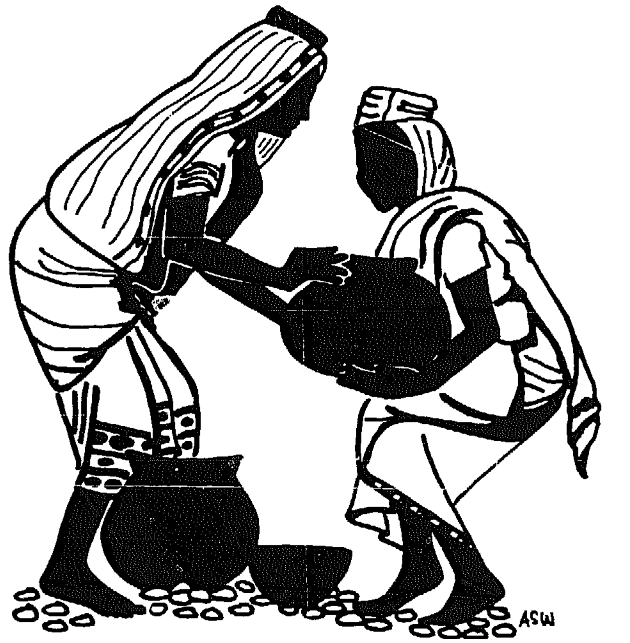

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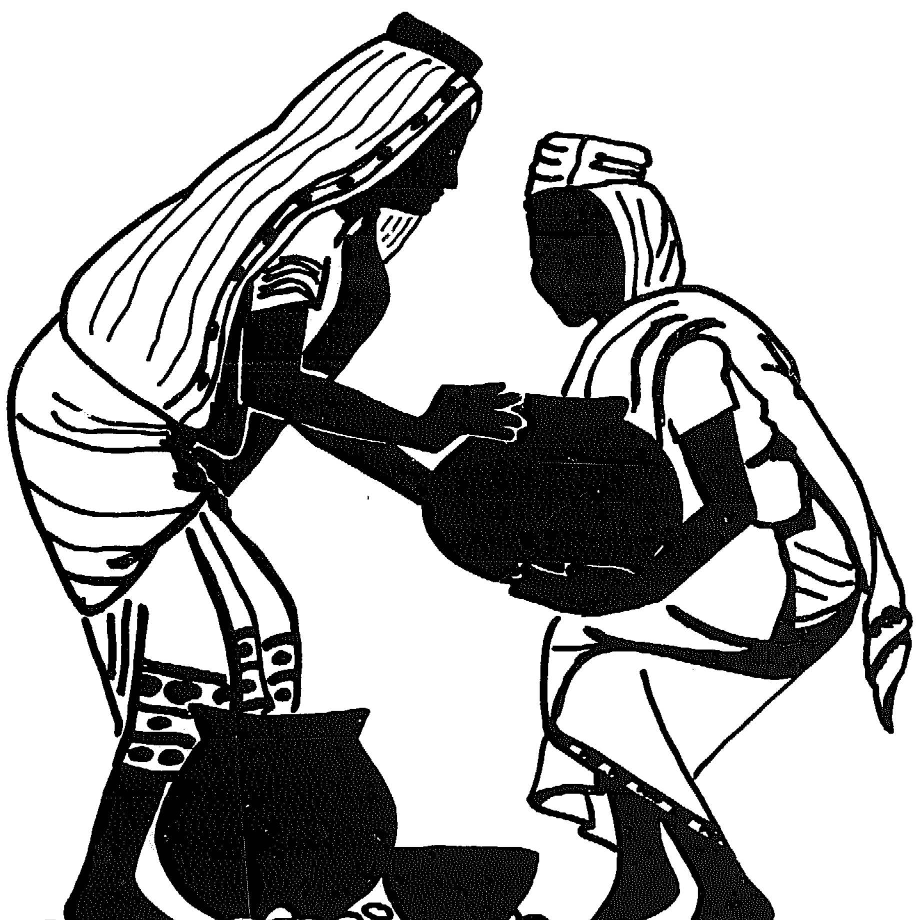

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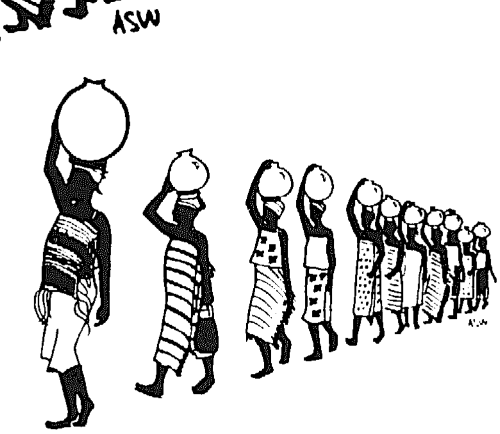

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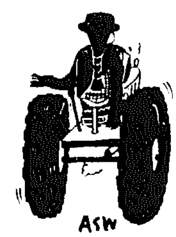

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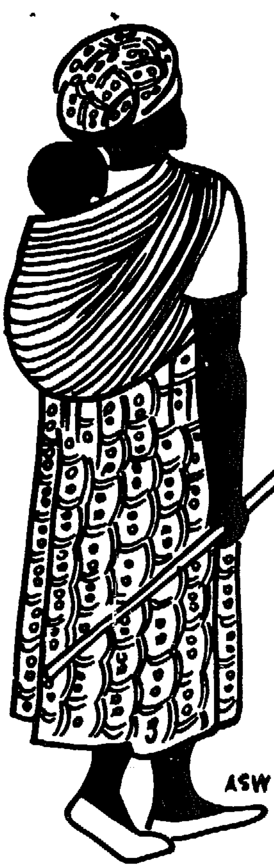

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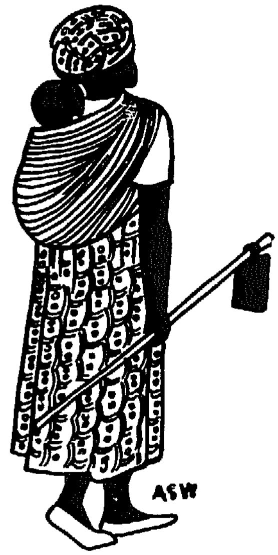

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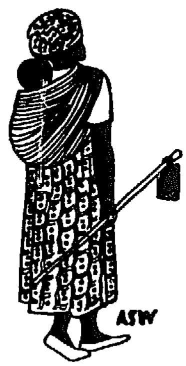

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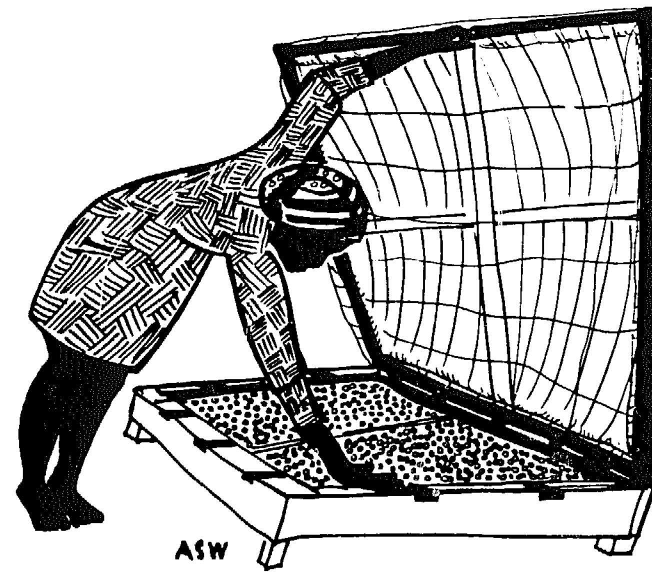

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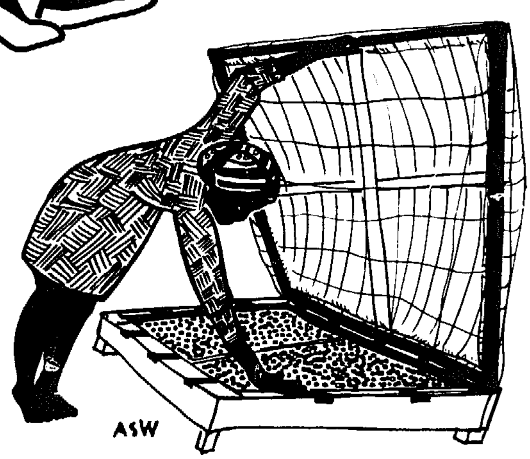

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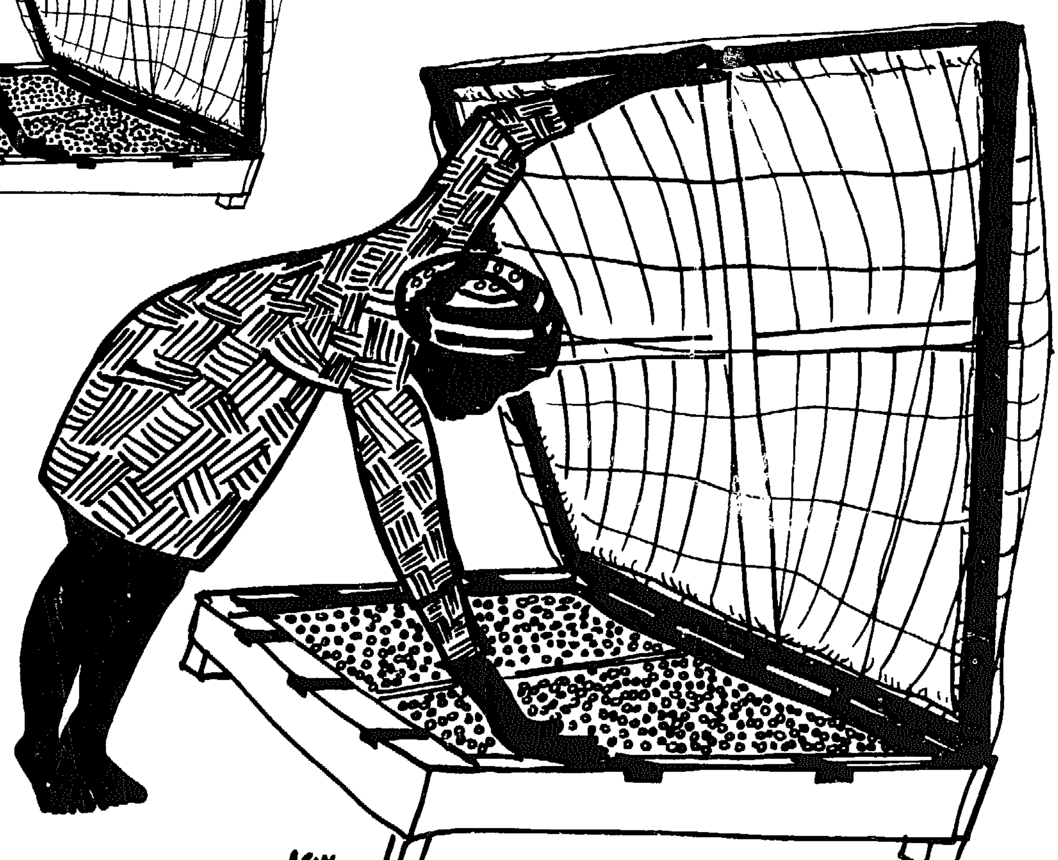

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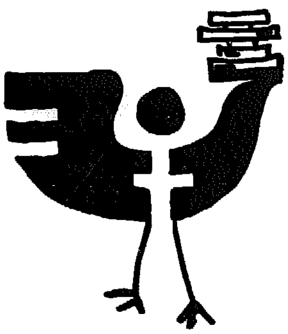

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BIBLIOGRAPHY

INCLUDING:



LOW-COST MEDIA HANDBOOKS &

BOOKS THAT HELP YOU IN:

- preparing for the printer
- working with newsletters
- working with VISUALS and graphics

This list of books and manuals has been selected from the great variety and number of books that are available under the general heading of MEDIA HANDBOOKS. We believe you will find this list to be of assistance in your media production efforts, and urge you to send off for one or two in the particular area in which you may need extra help. Ideally, you may find some of them in your local library, or at a university library, which then saves you the cost of purchasing.

"HOW-TO-DO-IT" MEDIA:

LOW COST MEDIA HANDBOOKS

The practical manuals below give an overview of the communication process as well as educational concerns including easy to follow examples and directions for producing a variety of low-cost media.

Emory University. School of Medicine. Regional Training Center for Family Planning. Producing Low-cost Audio-visuals. Atlanta, Georgia, n.d. 103p. Available from: Regional Training Center for Family Planning, 100 Edgewood Avenue, N.E., Atlanta, Georgia 30303 USA.

A workbook for health professionals and others developing their own educational materials.

Pett, Dennis W. compiler and editor. Audio-visual Communication Handbook. Bloomington, Indiana, A-V Center, Indiana University, n.d. Republished by World Neighbors and available from them: 5116 North Portland Avenue, Oklahoma City, Oklahoma 73112 USA.

Manual for fieldworkers/communicators which step-by-step teaches the basics of printing, layout, graphics, poster making, flipchart construction, and other low-cost a-v methods.

Vella, Jane K. Visual Aids for Non-formal Education. Amherst, Massachusetts, Center for International Education, 1979. 43p. $3.00. Available from: Center for International Education, University of Massachusetts, Hills South, Amherst, Massachusetts 01003 USA.

A field guide to the production and use of inexpensive visual aids in non-formal education.

"HOW-TO-DO-IT" MEDIA:

PREPARING FOR THE PRINTER

The manuals listed below deal with the basic mechanics of print processes including camera ready pasteups and actual typesetting.

Graham, Walter B. Simplified Techniques for Preparing Camera-Ready Pasteup. Wilmington, Massachusetts, Compugraphic Corp., 1977. 59p. $2.95. Available from: Compugraphic Corp., 80 Industrial Way, Wilmington, Massachusetts 01887 USA.

A systematic, step-by-step approach to paste-up which is clearly described and photographically illustrated.

Gross, Edmund. How to Do Your Own Pasteup for Printing. Los Angeles, Center for Communications Media, n.d. 50p. $7.75. Available from: Center for Communication Media, 1962 S. Shenandoah, Los Angeles, California 90034 USA.

Well-illustrated guide to doing paste-up artwork for "camera-ready" copy for the printer.

Kleper, Michael. Everything You Always Wanted to Know About In-Plant Phototypesetting in Less than One Hour. Wilmington, Massachusetts, Compugraphic Corp., 1977. 57p. Free. Available from: Compugraphic Corp., 80 Industrial Way, Wilmington, Massachusetts 01887 USA.

An illustrated booklet explaining the current state and possibilities for use of in-plant phototypesetting.

Payne, Reginald. Appropriate Technology for Low Cost Printing. London, Overseas Development Administration, 1981. 45p. Cost unknown. Available from: Overseas Development Administration, Eland House, Stag Place, London, SW1, England, United Kingdom.

Produced by a low cost printing method itself, this book gives advice on setting copy by typewriters; varitypers and composing machines; mimeographs (duplicators); using pictures; layouts; varieties of stencils; and setting up reprographic units.

Rehe, Rolf F. Typography: How to Make it Most Legible. Carmel, Indiana, Design Research International, 1981, 80p. $8.00. Available from: Design Research International, P.O. Box 27, Carmel, Indiana 46032 USA.

This book analyses the many factors which influence how people read a printed page and gives guidelines, based on research, to stimulate readability.

Zeitlyn, Jonathan. Print: How You Can Do It Yourself. London, Inter-Action Imprint, 1980. 94p. $4.50. Available from: Inter-Action Imprint, 15 Wilkin Street, London NW5 3NG England, United Kingdom.

A clear simple handbook on how to use different types of print including silkscreen, letterpress, offset litho, photocopies, duplicators, typing and lettering.

"HOW-TO-DO-IT" MEDIA:

WORKING WITH NEWSLETTERS

This section lists manuals dealing specifically with the production of newsletters and leaflets including writing, scheduling, selecting, designing, etc.

Brigham, Nancy. How to Do Leaflets, Newsletters and Newspapers. Boston, Boston Community Center, 1976. 44p. $3.00. Available from: Boston Community Center, 10 West Street, Boston, Massachusetts 02111 USA.

A well-illustrated manual covering style, layout, paste-up, editing and scheduling for leaflets and newsletters.

Chavez, Damiana. Newsletter Self-Help Improvement Kit. Los Angeles, Center for Communications Ministry, 1981. Approximately 200p. $40.00 USA, $45 Canada, $50.00 elsewhere. Available from: Center for Communications Ministry, 1962 S. Shenandoah, Los Angeles, California 90034 USA.

Eight sections of checklists, articles and advice covering the idea of a newsletter; editor and staff; content and writing; design, typography and photography; printing and distribution; surveys and evaluation; and resources.

Giftwrap Your Newsletter. Los Angeles, Center for Communications Media, n.d. $1.75. Available from: Center for Communication Media, 1962 S. Shenandoah, Los Angeles, California 90034 USA.

A very basic and brief guide to improving mimeo or offset bulletins and newsletters.

Jarmul, David. Plain Talk: Clear Communication for International Development. Mt. Ranier, Maryland, VITA, 1981. 76p. $4.95. Available from: VITA, 1815 N. Lynn Street, Suite 200, Arlington, Virginia 22209 USA.

Guidelines for clear communication are presented in sections covering: testing your writing, readability formulas; graphic communications, development jargon and resources.

"HOW-TO-DO-IT" MEDIA:

WORKING WITH VISUALS AND GRAPHICS

In the manuals listed below there are both actual drawings or clipart you can use and discussions of the best way to use visual images in development work.

Cook, Bruce L. Understanding Pictures in Papua New Guinea. Elgin, Illinois, David C. Cook Foundation, 1981. 113p. $6.75. Available from: David C. Cook Foundation, 850 N. Grove Avenue, Elgin, Illinois 60120 USA.

A more practically oriented review of the author's dissertation research on the kinds of pictures which communicate most effectively to people who can't read.

Cook, Bruce L. Using Pictures in Literacy Work: A Bibliography. Elgin, Illinois, David C. Cook Foundation, 1982. 100p. $2.00 prepaid. Available from: David C. Cook Foundation, 850 N. Grove Avenue, Elgin, Illinois 60120 USA.

An extensive bibliography on all types of picture use in development work.

Fuglesang, Andreas. Doing Things Together: Report on Experience in Communicating Appropriate Technology. Uppsala, Sweden, Dag Hammarskjold Foundation, 1977, 108p. $6.76 US. Available from: Dag Hammarskjold Foundation, Ovre Slottsgatan 2, S-752 20, Uppsala, Sweden.

A personal report on a workshop organized in Papua New Guinea which is particularly concerned with the communicative aspects of the process of distributing appropriate technology.

Here's Your Handy-Dandy "Cartoon-it" Kit. Hope Hull, Alabama, Link Educational Laboratories, 1982 10p. folder with loose sheets. $2.50. Available from: Link Educational Laboratories, P.O. Box 25, Hope Hull, Alabama 36043 USA.

This company produces many other kits, all for $2.50 each. Among them are: Basic Cartoon-it, Stick Figure Kit, Easy Lettering Kit, and Symbols, Charts, and Graphics.

Leonard, Ann. "Sin Palabras (Without Words)", Cycle Communications, 1979. 12p. Free. Available from: Publications Department, Population Reference Bureau, 1337 Connecticut Avenue, N.W., Washington D.C. 20036 USA.

An excellent discussion, illustrated, of the development of printed materials in Mexico for people who do not read.

McBean, George; Kaggwa, N. and Bugembe, J. Illustrations for Development. Nairobi, Afrolit Society, 1980. 69p. (Afrolit Papers No. 6) $3.50. Available from: Afrolit Society, P.O. Box 72511, Nairobi, Kenya.

A manual of illustrating materials for development including learning to draw objects and figures, pretesting drawing, layout and reproduction, and meeting the deadline.

"Visual Issue", Broadsheet, December 1982. $1.80 per issue plus postage, $22.00 per year. Available from: Broadsheet, P.O. Box 5799, Wellesley Street, Auckland, New Zealand.

Walker, David A. Understanding Pictures: A Study in the Design of Appropriate Visual Materials for Education in Developing Countries. Amherst, Massachusetts, Center for International Education, 1979. 380p. $6.50. Available from: Center for International Education, Hills South, University of Massachusetts, Amherst, Massachusetts 01003 USA.

A study of the concept of "visual literacy" useful for anyone working in this field in development work.

"Women's Scrapbook", Community Press Features. Boston, Community Service, n.d. 23 large 17" x 22" pages. $35.00. Available from: Community Press Services, Urban Planning Aid, 2 Park Square, Room 305, Boston Massachusetts 02116 USA.

A clip-art loose leaf collection in black and white for use in newsletters or leaflets.

World Neighbors. Visual Aids Tracing Manual. Oklahoma City, Oklahoma, n.d. 20p. $2.00. Available from: World Neighbors, 5116 N. Portland Avenue, Oklahoma City, Oklahoma 73112 USA.

Ideas and step-by-step instructions for the making of hand-drawn filmstrips, posters, and flipcharts from inexpensive materials.

IWTC PRODUCTIONS

The International Women's Tribune Centre produces a variety of materials related to issues and activities of women in developing countries. To order any of the publications listed below, fill out the order form and return it to IWTC.

ORDERING INFORMATION

Caribbean Resource Kit
Women in Caribbean contact: WAND, U.W.I.
The Pine, St. Michael
Barbados, W.I.
Cost to others ordering from IWTC.................3-ring binder: $8.00

Developing Strategies for the Future.................paperback: $4.00

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Manuel d'Information pour la Femme en Afrique
FREE to women in Africa from: ECA/ATRCW
P.O. Box 3001
Addis Ababa, Ethiopia
Cost to others ordering from IWTC.................3-ring binder: $8.00
paperback: $6.00

Information to Share (also available in Spanish).................. FREE

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FREE to Latin America
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La Tribuna, Numeros #1-10, Volumen 1
La Tribuna, Numeros 11-17, Volumen 2
FREE to developing countries
Cost to others ordering from IWTC............... Set of two: $8.00

UN Resolutions Referring to Women (also available in Spanish and French) Economic and Social Council 1982; General Assembly 1981 — $1.00 each

Women's Centres Worldwide (also available in Spanish).............. FREE

Women's International Media Network, June 1982: Network Contacts FREE

OTHER

* Annual subscription to The Tribune................................ $5.00
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Slide/Tape Sets
The Issue is Women... $50.00
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WHAT IS YOUR RESPONSE TO THIS KIT?

This issue of The Tribune will appear very different in format to the usual newsletter produced by the International Women's Tribune Centre, and we hope you will find it a useful effort on our part. We are calling it our Fourth Quarter Mailing, utilizing funds set aside for that purpose to send this basic kit of graphics materials to all of the approximately 11,000 on our master mailing list (English and Spanish).

We have not attempted anything on this scale before, usually limiting ourselves to the quarterly newsletter for everyone, and specialized resource kits, information packages, booklets, slide-tape sets and any other type of production undertaken by IWTC only going to specific regions or networks, in collaboration with that region or on request.

Increasingly, we have felt that much of what is produced by IWTC never reaches the whole constituency of women and women's groups worldwide with whom we are in contact. For many of you, The Tribune - Women and Development Quarterly, is the only publication you receive regularly from us, unless you live in one of the regions with whom we have collaborated in producing a regional resource kit for women (Africa, Asia and the Pacific, the Caribbean).

Therefore, as part of an effort to assist and support local, national and regional women's efforts to produce their own informational materials, we are sending you this Beginner's Kit of Graphics, as an experiment more than anything, to see whether you find kits of this sort to be of use in your work. If the response proves to be positive more than negative, we will consider sending a kit of materials in the last quarter of each year as a sort of end-of-year surprise package. There are a variety of subject areas that lend themselves to the kit format, including Fund-raising Issues, Proposal-Writing for Women's Projects, How-To-Do-A-Newsletter, etc.

Please take a moment to let us know your reaction to this kit, as we depend very heavily on your thoughts and ideas. We wish you the very best of luck in your graphics efforts, and would love to see some of the finished products!

IWTC PERSONNEL

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Vicki J. Semler	Programme Director
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CREDITS

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Audio-Visual Communications Handbook, edited by Dennis W. Pett, Indiana University, Bloomington, IN 47401. Published by World Neighbors, Oklahoma City, OK 73112, USA. (see page D-2 for full citation).

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